



Illuminators

Education • Leadership • Partnering

MEMBERSHIP GUIDE & ROSTER

2016 - 2017

MISSION STATEMENT

The Illuminators is an organization of vendors and suppliers dedicated to developing and enhancing key relationships within the grocery industry, providing opportunities for education and leadership, and supporting the Illuminators Educational Foundation

VISION STATEMENT

The Illuminators will be the most admired grocery industry organization of vendors and suppliers in America.



OUR VALUES

INDUSTRY INVOLVEMENT

Individuals engaged on an equal basis for business development at the highest level.

OPPORTUNITY

Exposure for you and your company to include learning, leadership, communication, and personal development.

DEDICATION

People uniquely committed to working together to deliver our purpose through serving on Illuminators' committees.

INVESTMENT IN THE FUTURE

Scholarship program for the industry affiliated youth.

OUR HERITAGE

Spread the Lite of Good Fellowship within the Retail Food Industry.



MESSAGE FROM DAVE DIMOND, ILLUMINATORS HEADLITE

EDUCATION, LEADERSHIP AND PARTNERING ARE THE KEY PILLARS OF WHAT MAKES US THE ILLUMINATORS.

Our membership base is created by some of the most influential individuals in the Food Industry ranging from vendors, suppliers, manufacturers, service providers, and brokers. We strive to develop the future leaders in the Food Industry by focusing our efforts in offering Networking Dinners and activities that support our Illuminator Educational Foundation. Our long-standing partnership with the retailers that make up the Western Association of Food Chains and California Grocers Association has been so important in achieving our success.

EDUCATION

Our Educational focus is managed by the Illuminators Education Foundation (IEF), a 501(c)3 legal entity. The IEF awards scholarships to eligible high school seniors and/or college students with one year or more of undergraduate work. Three of our own Hilites will receive tuition to attend the coveted USC Food Industry Executive Program. We are tremendously proud and excited to be able to give back and provide support to those focused on continuing their education. These opportunities wouldn't be possible without the continued support from our members, associates and retailers throughout the year. The scholarships we will award in 2017 will exceed \$120,000! You should all be extremely proud of your efforts to support this level of giving!

LEADERSHIP

Our Leadership efforts are led by our Constellation of Hilites, a group of some of the finest individuals that make up our Illuminator organization, supported by our Officer team, Advisory Officers, Board Advisors, Legalite and Hilites. All of us have had the opportunity to serve on numerous Committees that we operate at the annual WAFC Convention and CGA Strategic Conferences. By serving on these Committees, you're able to meet other Illuminators and retail leaders that make up our wonderful Industry and also qualify to be considered to be a Hilite and potentially an Officer.

PARTNERSHIP

Our Partnership with retailers is unlike anything else in the U.S. Food Industry! We have such a strong tradition of supporting the retailers at the WAFC Convention and CGA Strategic Conference and they support our efforts in all facets. The retailers recognize your efforts of support at the WAFC and CGA annual events and your visibility is greatly enhanced by getting involved and being a part of our committees. Our committee hosts the WAFC Rallies in multiple regions which are individually Chaired by Illuminator members. We also help host the California Grocers Association

Educational Foundation (CGAEF) Golf Tournaments prior to the CGA Strategic Conference. We host our own Illuminator Golf Tournaments at both the CGA and WAFC annual events. Our Ambassador Committee helps direct retailers and convention goers during the WAFC Business Meetings. We also have a Guidelite, Hospitality/Refreshment, Membership Breakfast, Publicity, Scholarship, Special Event and Supply Committees. Last and certainly not least is our Silent Auction Committee which helps raise funds for the IEF Scholarship Program. All of these Committees are Chaired and Vice Chaired by Illuminator members and our Hilites/Board Members act as Liaisons to support these efforts.

All in all, there is tremendous amount of time, sacrifice and dedication to be an active Illuminator. It has been one of the most rewarding experiences and I'm honored to be the 88th Headlite/President of the Illuminators this year. I'm also very respectful of the history, character and attributes that are the foundation of the Illuminators. I would ask that you read our Mission Statement and familiarize yourself with Our Values. Our Vision Statement is: The Illuminators will be the most admired grocery industry organization of vendors and suppliers in America. I truly believe that we are!

SPREAD THE LITE OF GOOD FELLOWSHIP

Be active, be visible and be relevant. If you would like to get involved then I would encourage you to go to our website www.illuminators.org or feel free to call me directly at **(949) 303-3399**. I'd be happy to answer any questions and help you get the most out of being an Illuminator.

Sincerely,

Dave Dimond

Illuminator Headlite 2016-2017

OFFICERS & DIRECTORS



Headlite
Dave Dimond
 Milton's Baking Co.



Sidelite
Mark Olejnik
 C&H Sugar-ASR Group



Spotlite
Paul Kamholz
 Baswood Corporation



Tailite
Tracy Lape
 NuCal Foods, Inc.



Board Advisor
Shelly Trickel
 Ventura Foods



Historian
Bruce Wyatt
 Flowers Baking Co. of CA



Advisory Officer
Jim French
 Co-Sales Company



Advisory Officer
Willie Crocker
 Binmo Bakeries USA



Advisory Officer
Ed Hepler
 SNACK FACTORY



Legalite
Dale Stern
 Downey Brand



Board Advisor
Bob Paul
 DSD Solutions



Hilite 3rd Year
Mark Ly
 Sugar Bowl Bakery



Hilite 3rd Year
Don Hagedorn
 Tillamook Country Smoker



Hilite 3rd Year
Veronica Rendon
 Alta Dena
 Certified Dairy, LLC



Hilite 3rd Year
Jeff Newton
 Freight Handlers, Inc.



Hilite 3rd Year
Juan Trillas
 Binmo Bakeries USA



Board Advisor
Gary Pogue
 Gary Pogue Consulting



Hilite 2nd Year
Al Rubalcava
 Chep Pallet



Hilite 2nd Year
Mark Arrington
 Post Consumer Brands



Hilite 2nd Year
Ryan Heberger
 Coca Cola Refreshments



Hilite 2nd Year
Dave Whitbeck
 Manzana Products Co.



Hilite 2nd Year
Joe Perez
 rePlanet, LLC



Board Advisor
Gerry Marnien
 Precision Refurbishing



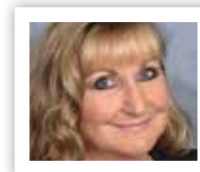
Hilite 1st Year
Andrea Dimond
 Ready Pac



Hilite 1st Year
Bob Zarse
 Fresh Space Media



Hilite 1st Year
Geoff Haskins
 B&G Food



Hilite 1st Year
Lori Lansing
 Co-Sales Northwest



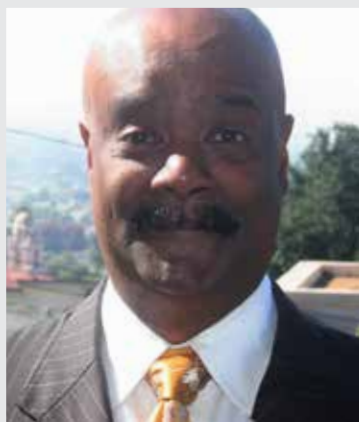
Hilite 1st Year
Robert Albaugh
 Tony Chachere Creole Foods

THE VALUE OF MEMBERSHIP IS PRICELESS ...RELATIONSHIPS, BUILDING BUSINESS, AND PROVIDING LEADERSHIP AND EDUCATIONAL OPPORTUNITIES TO WAFC, CGA, AND ILLUMINATOR MEMBERS.

There is something very special about our Organization. Some of our WAFC partners have used the term “magic” when they refer to how Illuminators create such a special atmosphere at the WAFC Convention, CGA Strategic Conference, Pre Convention Rallies, Exclusive Network Dinners, and Golf Tournaments.

The Illuminators use the phrase “Spreading the Lite of Good Fellowship”. This Lite is derived by selfless Illuminators who are always hard at work to make each committee and activity the “BEST EVER!”. In return Illuminator Members receive the Benefits below and so much more:

- EXCEPTIONAL NETWORKING & BUSINESS OPPORTUNITIES
- BUILDING LONG STANDING RELATIONSHIPS
- INCREASED EXPOSURE FOR YOUR ORGANIZATION & BRANDS
- ENHANCES LEADERSHIP SKILLS
- MAGNIFIES OVERALL CONVENTION EXPERIENCE



“ORGANIZATIONS THAT EXHIBIT BOTH AMBITION AND MOTIVATION MAKE THINGS HAPPEN. THESE STAND APART FROM THE CROWD, CHART THEIR DESTINY THROUGH DILIGENCE AND A SOLID COMMITMENT TO EXCELLENCE. THE ILLUMINATORS ARE A SHINING EXAMPLE OF ONE THAT CREATES THE STANDARDS BY WHICH OTHER ORGANIZATIONS ARE JUDGED. IT GIVES ME GREAT PLEASURE TO BE A PROUD MEMBER OF THE ILLUMINATORS, AN ORGANIZATION THAT EXHIBITS AND MODELS THE CHARACTERISTICS NECESSARY FOR SUCCESS IN ALL FACETS OF THE FOOD INDUSTRY.”

Perry Sanders
Category Development Manager
Smithfield Farmland



“HOW DO YOU CREATE THE BEST EVER TRADE EVENT IN THE UNITED STATES WHERE RETAILERS AND MANUFACTURERS CAN GET TOGETHER TO GROW THEIR BUSINESS? YOU MAKE SURE THE ILLUMINATORS ARE A KEY PART OF THE EVENT. IN EVERY WAY POSSIBLE, THE ILLUMINATORS MAKE SURE THAT ALL ATTENDEES AND THEIR FAMILIES ARE ABLE TO RELAX AND ENJOY THE CONFERENCES AND CONVENTIONS WHETHER IT'S IN MEETINGS, MEALS, OR HOSPITALITY EVENTS. THE ILLUMINATORS ARE THE “BEHIND THE SCENES PEOPLE” THAT MAKE IT HAPPEN.”

Kevin Curry
SVP Sales, Merchandising and Distribution
Raley's



“I ADMIRE, APPRECIATE AND APPLAUD ALL THAT THE ILLUMINATORS DO TO EDUCATE, INSPIRE AND DEVELOP OUR FUTURE INDUSTRY LEADERS! DO YOU BELIEVE THAT DEVELOPING RELATIONSHIPS MATTER? DO YOU WANT TO BE PART OF GIVING BACK TO OUR INDUSTRY AND COMMUNITIES THAT WE SERVE? WOULD YOU LIKE AN OPPORTUNITY TO GROW AND TO BE PART OF SOMETHING VERY SPECIAL? THEN NOW IS THE TIME FOR YOU TO GET INVOLVED AND JOIN THE ILLUMINATORS!”

Dennis McIntyre
Executive Vice President Marketing
Stater Bros.



Lori Lansing

VP/Owner, Co-Sales Northwest

IT'S BEEN 36 YEARS AND BOY HOW TIME FLIES WHEN YOU'RE HAVING FUN!

I started my career with Alpha Beta in Santa Clara, California and the second day on the job walked into work and met the man I would marry- Rob Lansing.

Rob was the frozen food manager and he later went to work at Fleming Foods while I went to work for JJ Morris. We lived in Sacramento with our two boys before moving several times with various companies and living in the Midwest.

We always wanted to have our own company so in March 2001 we started a food brokerage, Lansing and Associates, located in the Pacific Northwest. 5 years later Jim French called and asked us to "Swim with the Sharks" and join Co-Sales located in the Northwest. We became part of BEACONUNITED in 2011. Our sons are also involved in the business-Greg is a business

manager in our Specialty Foods Department and Bobby joined the company as IT manager in 2015 after his Air Force service.

Speaking of fun, when I am not working Rob and I love to travel and explore! Our little Granddaughter Emma is the light of our life. We love spending time with her and our family.

Joining the Illuminators has been a great experience. It tends to draw the best people in the industry that are driven to make whatever they are involved with a success. The networking and comradery is like nothing I have ever been involved with. I look forward to many great events in the future.



Joe Perez
Director of Business Development
rePlanet, LLC

ALL AMERICAN...

I married my amazing wife, Anabell, nine years ago on Valentine's Day in 2004. We have two energetic sons: Joseph (4) and Jacob (2). They keep us on our feet, literally as they are what I call: "Non-stop fun!"

I love hiking and being outdoors. I take my family hiking once or twice a month during the spring and fall seasons. During the summer months we spend most of our time in our backyard, lounging in the pool or on the weekends dodging waves at SoCal beaches! Every winter we get up to Big Bear and play in the snow with the boys. Soccer, basketball and baseball are some of the sports our sons are actively engaged in.

My wife and I serve at a local Christian fellowship where we manage the volunteer workforce on Sundays. We also host a home fellowship group in our home in Corona on Wednesday nights and enjoy growing in our faith together.

It's never a dull moment at the Perez home...

I joined the Illuminators organization on a recommendation from Paul Christianson back in 2011. I jumped in feet first and have not stopped serving ever since. My involvement with the Illuminators helped me win the Stater Bros account for rePlanet in early 2012. The exposure one receives by serving this great organization makes good business sense. I've developed relationships with retailers, suppliers and brokers over the years that will last a lifetime. This organization is filled with such a genuine, down to earth, fun loving group of people and my work life and business life hasn't been the same ever since.



Gerry Marnien
Owner
Precision Refurbishing

I GREW UP IN A SMALL TOWN ON THE OUTSKIRTS OF PHILADELPHIA, AND THEN MOVED TO CALIFORNIA AFTER MY FATHER PASSED AWAY.

I married my wife Tina in in September, 1973. We have two grown children, Janine and Michael. I landed my first job with a manufacturing company specializing in high performance exhaust systems for motorcycles. I was a sheet metal lay-out mechanic and worked my way up to Plant Foreman in charge of production, shipping and procurement. I enjoyed a wonderful 34 year career at the LA Times as Account Executive calling on Retail Accounts and eventually becoming the General Manager of the Newsrack and Retail Display manufacturing facility...a position I held for over 25 enjoyable and rewarding years.

In 2011 I retired from the Times to pursue my dream and start a business with Tina and Michael specializing in metal and wood display refurbishing and the design and production of new displays for the retail industry. It's been a great four years working with them. I love road trip and as a family we took many throughout the west. I also enjoy sports (I am still a diehard Philly fan), golfing and woodworking.

I was introduced to the Illuminators by my good friend Bob Paul. I am proud and honored to have been selected as a Hilite and extremely enjoyed my time serving on the Board. It is truly an honor to be part of the Illuminators. The relationships we build and the support we provide to the industry is unparalleled. I think our greatest achievement is our dedication to education through the scholarship opportunities we offer to our members and retailer partners.

YOU GET OUT MORE THAN YOU PUT IN!

Get involved- and your efforts will be rewarded richly. Joining the Illuminators is the first step, but it is only through the ACTIVE participation in the organization that you discover the true VALUE of membership. We encourage members to take leadership roles in committees serving the WAFC Convention and CGA Strategic Conference. If you are attending either of these Conventions, reach out and join one of the committees listed on the opposite page to start your Illuminator journey. After Chairing four Committees or events, members become eligible for nomination to our Constellation of Hilites (Board Members).



“THE ILLUMINATORS ARE A PRICELESS BENEFIT TO EVERYONE ASSOCIATED TO THE WAFC AND CGA. THE WORK THEY DO ON BEHALF OF ALL RETAILERS AT NUMEROUS EVENTS IS INCREDIBLY GENEROUS AND SINCERELY APPRECIATED. HAVING WORKED IN SEVERAL GEOGRAPHIES, I CAN ATTEST TO HOW FORTUNATE WE ARE TO HAVE THE ILLUMINATORS AS PARTNERS, SUPPORTERS AND FRIENDS. THE ILLUMINATORS ARE A GROUP OF FIRST-CLASS LEADERS DEDICATED TO SERVING THE NEEDS OF THE INDUSTRY. THEY DO SO WITH CLASS AND PROFESSIONALISM.”

Greg McNiff
President, Portland Division
Albertsons

ILLUMINATORS COMMITTEES

- **Ambassadors** – Provide Assistance during Retailer Business Meetings
- **Arts / Bulletin / Signs** – Providing Logistical Information for Convention Activities
- **Command Post / Registration** – Manage Central Station for all Illuminator communications
- **Food Court – WAFC Only** – Coordinate select group of Vendors to Supply Sunday Lunch
- **Golf Tournaments** – WAFC and CGA pre convention outings and Convention Tournaments
- **Greeters** – Welcoming all Delegates with Goodies Bags
- **Guidelites** – Mentoring New Illuminator Members
- **Industry Breakfast** – Serving WAFC and CGA buffet breakfasts
- **Industry Luncheon** – Serving WAFC and CGA buffet lunches
- **Membership** – Attracting, Engaging, and Retaining our most valuable asset
- **Membership Breakfast** – Organizes WAFC and CGA Breakfast for Board Meeting
- **Morning Hospitality / Refreshments** – Provides refreshments for Delegates after Breakfast
- **Pre-Convention Rallies** – Coordinates Rally Luncheons prior to WAFC Convention in Nor Cal, So Cal and the Pacific Northwest
- **Program** – On-Site Convention assistance to assure details are being executed
- **Publicity** – If you enjoy taking photos this committee is for you!
- **Scholarship** – Be a part of the Team providing Educational Opportunities for Future Leaders
- **Silent Auction** – Help to Create funds for Illuminator Scholarship Fund
- **Special Events** – Collaborate and create Fun & Challenging Events to Entertain Delegates
- **Supply** – Coordinate Illuminator Vendor Supplies for various Convention Activities

2016 – 2017 CONVENTION COMMITTEES
CHAIR / VICE-CHAIR / LIAISON ASSIGNMENTS BY COMMITTEE

COMMITTEE	CHAIRPERSON	VICE-CHAIRPERSON	LIAISON
Signs / Programs	Serita Cox iFoster	Reid Cox ifoster	Bob Zarse Fresh Space Media
Awards / Special Event / Tickets	Tony Tuoto CoSales NorCal	Marlo Cruz-Sands Cardlytics	Mark Ly Sugar Bowl Bakery
Command Post / Registration	Mike Sullivan Sun Maid Growers	Marla McIntosh Outerwall	Robert Albaugh Tony Chachere Creole Foods
Golf Tournament	Michael Woolery Wills Fresh Foods	Karl Konrad Co-Sales Nor Cal	Dave Whitbeck Manzana Products
Greeters	Kim Melshiemer Nice-Pak	Jennifer Ward WorldPay US	Geoff Haskins B&G Foods
Guidelites	Lisa Gundersen - Ivar's Displays Bob Paul - ARSG, Inc	Gerry Marnien Precision Refurbishing	Andrea Dimond Ready Pac
Hospitality / Refreshments	Albert Marlen Talking Rain	Dave Casarez PECO Pallet	Bob Zarse Fresh Space Media
Industry Breakfast	Jeff Stamey Chobani	Greg Siegel Idahoan Foods, LLC	Juan Trillas Bimbo Bakeries USA
Membership	Thomas Huls Mondelez International	Marlo Cruz-Sands Cardlytics	Don Hagedorn Hemplers
Membership Breakfast	Greg Siegel Idahoan Foods, LLC	Ariel Fortune-Dalton Danone	Ryan Heberger Coca-Cola
Industry Luncheon	Jessica Flores Belles Organics	Mario Holquin Day Lee Foods	Veronica Rendon Dean Foods
Publicity	Will Seel Freight Handlers	Bob Reeves Shelby Report	Joe Perez RePlanet LLC
Scholarship	Dave Grosse Performance Group	Sandy Otsuji OCS D	Jeff Newton Freight Handlers
Silent Auction	Perry Sanders Smithfield Foods	Rita Cabot Norco Ranch	Mark Arrington Post Brand Sales
Supply Coordinator	Gary Pogue	Albert Marlen Talking Rain	Al Rubalcava Chep Pallet
Ambassadors WAFC Only	Mike Sullivan Sun Maid Growers	Ariel Fortune-Dalton Danone	Lori Lansing CoSales - PNW
CGAEF Golf Tournament Nor Cal Breakfast	Gary Pogue	N/A	Juan Trillas Bimbo Bakeries USA
CGAEF Golf Tournament So Cal Lunch	Ariel Fortune-Dalton Danone	Jill Elroy Kellogg's	Robert Albaugh Tony Chachere Creole Foods
Food Court - WAFC Only	Mario Holquin Day Lee Foods	Gary Pogue	Al Rubalcava Chep Pallet
Greeter Bags	Brenda Densem La Tortilla Factory	Jennifer Ward WorldPay US	Jeff Newton Freight Handlers
Norcal Local Events; Exclusive Dinners, Wafc Pre-Convetion Rallies	Michael Woolery Wills Fresh Foods	Marla McIntosh Outerwall	Mark Ly Sugar Bowl Bakery
Socal Local Events; Exclusive Dinners, Wafc Pre-Convetion Rallies	Subriana Pierce Navigator Sales	Kim Melsheimer Nice Pak	Andrea Dimond Nestle USA
Northwest Local Events; Exclusive Dinners, Wafc Pre-Convetion Rallies	Lori Brown Post Consumer Brands	Dave Willis Willis Marketing, Inc.	Lori Lansing Co Sales
Arizona Local Events WAFC Pre-Convetion Rally	Jennifer Ward World Pay US	TBD	Al Rubalcava Chep Pallet

BECOMING A HILITE

BE REWARDED AND RECOGNIZED FOR YOUR SERVICE AND COMMITMENT

The Illuminators are driven to provide their members with the opportunity to improve and develop leadership skills. The goals for members should be to serve as a board member, which we call "The Constellation of Hilites.

Each year five individuals are elected by a nominating committee to join the Constellation (and five are dimmed, leaving active board duty). The board is accountable to assure the future direction of the Illuminators and to achieve their vision and mission. There is diversity among the board; offering great perspectives on how to increase the value of Illuminators activities. The contribution of the Constellation of Hilites is why the Illuminators are such a dynamic and well respected organization.

The key to achieving Hilite status is straight forward. Join the Illuminators, volunteer for a committee or chair events, bring your talents, and express your desire to become a more involved.

Chair four committees or events and you will be eligible to become a Hilite.

Constellation of Hilites have earned their Stripes (Red, White & Blue) to serve as leaders that oversee convention committees, participate in 3 day Mid-Year board meeting, and provide the potential to become an Officer of the Organization.

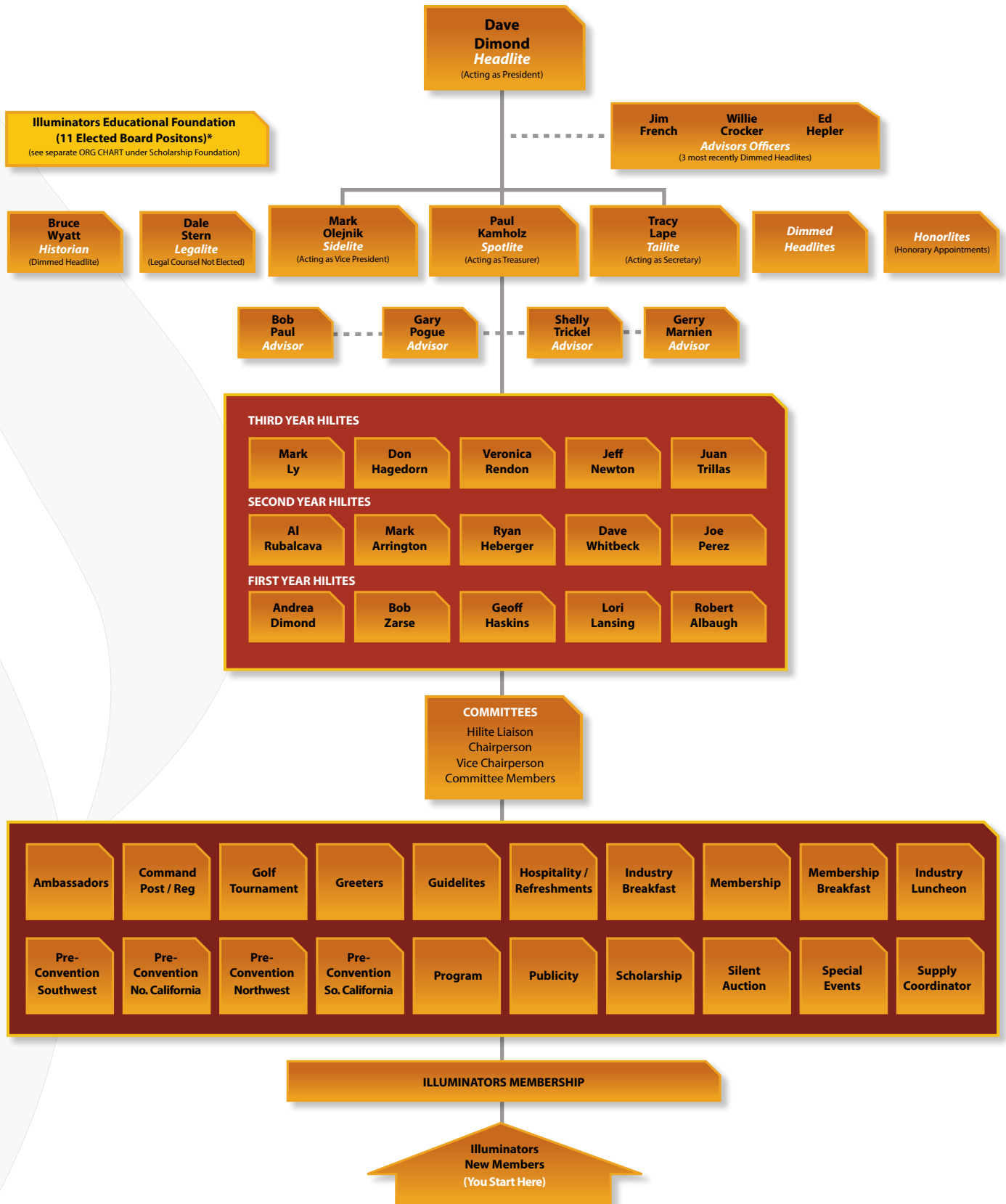
As a Hilite you will create a unique bond with the Hilites you serve with during your three year term. The camaraderie of the Constellation of Hilites along with all other Illuminator members is one of the most rewarding experiences you will find in our industry.

MOVING UP IN THE ILLUMINATORS:

JOIN/GET INVOLVED/TAKE OWNERSHIP/ BUILD TEAMWORK/PROVIDE LEADERSHIP



TABLE OF ORGANIZATION



STANDING COMMITTEES

AUDITING			
Chairperson	Willie Crocker	Bimbo Bakeries USA	Chino, CA
Vice Chairperson	Jim French	Co-Sales Northern California	Pleasanton, CA
Advisory Officer	Ed Hepler	Snack Factory	Tracy, CA
Member at Large	Al Rubalcava	CHEP USA	San Diego, CA
Member at Large	Will Seel	Freight Handlers, Inc.	Fuquay Varino, CA
Member at Large	Shelly Trickle	Ventura Foods	Brea, CA
BUDGET			
Chairperson	Jim French	Co-Sales Northern California	Pleasanton, CA
Vice Chairperson	Willie Crocker	Bimbo Bakeries USA	Chino, CA
Advisory Officer	Ed Hepler	Snack Factory	Tracy, CA
Historian	Bruce Wyatt	Nature's own Bakery/Holsum	Santa Fe Springs, CA
Member at Large	Mike Boggus	Sun-Maid Growers of California	Stockton, CA
Member at Large	Greg Siegel	Idahoan Foods. LLC	Arvada, CO
BY-LAWS			
Chairperson	Jim French	Co-Sales Northern California	Pleasanton, CA
Vice Chairperson	Willie Crocker	Co-Sales Northern California	Pleasanton, CA
Advisory Officer	Ed Hepler	Snack Factory	Tracy, CA
Historian	Bruce Wyatt	Nature's own Bakery/Holsum	Santa Fe Springs, CA
Legalite	Dale Stern	Downy/Brand Attorneys	Sacramento, CA
Member at Large	Gerry Marnien	Precision Refurbishing	Ontario, CA
Member at Large	Trey Roden	Ferrero USA	Somerset, NJ
NOMINATING			
Chairperson	Jim French	Co-Sales Northern California	Pleasanton, CA
Vice Chairperson	Willie Crocker	Bimbo Bakeries USA	Chino, CA
Advisory Officer	Ed Hepler	Snack Factory	Tracy, CA
Historian	Bruce Wyatt	Nature's own Bakery/Holsum	Santa Fe Springs, CA
Hilite	Jeff Newton	Freight Handlers, Inc. (FHI)	Fuquay Varina, NC
Member at Large	Glen Roeper	Snyder's-Lance Inc.	San Dimas, CA
Member at Large	Cheryl Kennick	City of Hope	Duarte, CA

TED EGGERS HONORLITE AWARD

Chairperson	Jim French	Co-Sales Northern California	Pleasanton, CA
Vice Chairperson	Willie Crocker	Bimbo Bakeries USA	Chino, CA
Advisory Officer	Ed Hepler	Snack Factory	Tracy, CA
Historian	Bruce Wyatt	Nature's own Bakery/Holsum	Santa Fe Springs, CA

WEBSITE

Webmaster	Paul Kamholz	Baswood Corporation	Dove Canyon, CA
Sidelite	Mark Olejnik	C&H Sugar - ASR Group	Crockett, CA
Illuminator Administrative Assistant	Angela Tye	Illuminators	Pleasanton, CA
Hilite	Mark Ly	Sugar Bowl Bakeries	Hayward, CA
Member at Large	Marlo Cruz-Sands	Cardlytics	San Francisco, CA



OUR FIRST BUSINESS MEETING THEN SUN, FUN AND GAMES!

The Illuminator Mid-Year was held at the beautiful Cape Rey Resort in Carlsbad, Ca... Headlite Dimond and his spouse Hilite Andrea were fabulous hosts to all who attended. One of the first orders of business is to welcome our first year Hilites. These individuals have been recognized for their contributions as Chairpersons on at least four convention committees. They will serve on the Board for three consecutive years where their talents and experience will lead the Illuminators. Congratulations and thank you for your commitment and contributions!

- **Andrea Dimond**
Ready Pac
- **Bob Zarse**
Advantage Solutions
- **Lori Lansing**
Co-Sales Northwest
- **Geoff Haskins**
B&G Foods
- **Robert Albaugh**
Tony Chachere Creole Foods

One tradition at the Mid-Year is to pass out Barlite Aprons to the incoming Hilites. As a first year Hilite, one of your major duties is to serve refreshments during the Mid-Year, at the WAFC during the Illuminator Chair/Vice Chair Reception, First Timers Reception, and the Afterglow. At the CGA Strategic Conference, you can also find them behind the bar to serve our guests. Each Barlite must be extra careful to always know where their apron is or suffer the consequences.

Dave and Andrea revived a tradition and had the Dimmed Headlites bartend on Friday night before the new Hilites received their aprons. Those dimmed still have their bartending skills to this day!

Friday was a causal outside BBQ with skill games. Everyone attending was randomly paired with someone to create a two man team. Friendly competition brought out the best in everyone and showed our competitive sides.

Saturday night the barlites stepped in for the reception and after dinner each of the Dimmed Headlites addressed the crowd. It's always great to hear the perspective and stories from the "old days," while creating new stories and traditions moving forward.

Duane Stauffer stole the show though, bringing the cardboard cutout from his 1984 Headlite Year!!!



*ILLUMINATORS MID-YEAR BOARD MEETING,
JUNE 2016 - (CONT.)*



\$111,000 IN SCHOLARSHIPS IN 2016

The Illuminators Educational Foundation is a non-profit organization dedicated to serving the grocery industry through the California Grocers Association and Western Association of Food Chains.

In 2016, the Illuminator Educational Foundation proudly offered the scholarships below:

- 21 Scholarships at \$2,500 (14 Academic & 7 Adversity)
- 24 Scholarships at \$500 for the WAFC Community College Program
- 2 Illuminator Donor Scholarships @ \$1,000
- 3 FIM Executive Program Scholarships at \$2,500
- \$25,000 awarded to the WAFC Scholarship Program
- 12 Scholarships at \$1,000 to the CGA

The Illuminators Educational Foundation is proud to offer a school senior, fulltime college students (with one or more years of undergraduate work remaining) or adults looking to return to college to further their career within the food industry.

This program is endorsed by the following individuals and organizations:

- **Ron Fong**
California Grocers Association
- **Carole Christianson**
Western Association of Food Chains

DONATING TO THE SCHOLARSHIP FUND

Special Recognition to the Illuminator Educational Foundation annual donors!

- 2015 Carole & Paul Christianson
- 2016 Mickey & Mike Villanueva

The Illuminators Educational Foundation welcomes and appreciates donations that help make the scholarship program possible. You can submit an online donation at: illuminators.org

THE SCHOLARSHIP APPLICATION IS AVAILABLE ONLINE

Please go to the scholarship application brochure link for further details on how to apply online at: illuminators.org

STUDENTS - ELIGIBILITY & REQUIREMENTS

We anticipate awarding thirty scholarships of \$2,500 each in 2017. The scholarships for higher education will be awarded to eligible high school seniors and college students with one or more years of undergraduate work remaining, and an Adult returning to college to further his career within the food industry are eligible. Students who work for a food related industry or are a direct relative of anyone who is associated with a current member organization of The Illuminators, The Illuminators Educational Foundation, California Grocers Association, or Western Association of Food Chains. Criteria selection is based upon overall analysis of grade point average, SAT I/II and ACT scores, school and community activities, etc. A special merit scholarship will be awarded to an individual who has overcome personal adversities or exhibits unusual need, and demonstrated admirable gains in academic standings. Applicants of good moral character must submit a completed application to the Educational Foundation no later than February 27, 2017.

Final selection is to be made and announced by The Illuminator Educational Foundation no later than April 7, 2017 of each year. Once a recipient has been selected and has enrolled in an accredited college or university, the award will be deposited with the registrar of the college or university. The funds will be applied against the recipient's expenses for tuition, fees, books, etc. Funds must be used within 12 months of notification of award.



President
Vic Chiono
Coca-Cola Company



Vice-President
Mickie-Sharp
Villanueva
The Performance Group



Secretary /Treasurer
Paul Christianson
Christianson West

1 YEAR TERM	Mary Crocker	Dave Grosse	Ed Hepler	Lisa Gundersen	Bob Paul	Sandy Otsuji
2 YEAR TERM	Willie Crocker	Bob Kelly	Perry Sanders			
3 YEAR TERM	Jim French	Kent Kunsman	Gerry Marnien	Jim Van Gorkom		



Now You Can Apply Online
<https://aim.applyists.net>

ILLUMINATOR SCHOLARSHIP TEAM

Dave Grosse

Lisa Gundersen

Sandy Otsuji

Jeff Newton

THE ILLUMINATORS' SCHOLARSHIP

The Illuminators is a non-profit organization dedicated to serving the grocery industry through the California Grocers Association and Western Association of Food Chains. The Illuminators are proud to offer a memorial scholarship program to the most qualified and deserving high school seniors and college students (with one or more years of undergraduate work remaining) each year in the name of the founding officers of the Illuminators organization.

Thirty scholarships in the amount of \$2,500 each will be awarded in 2017. twenty scholarships will be based on scholarship and overall school involvement and ten will be based on personal circumstances and the student's ability to overcome adversity. Sixteen Community College awards at \$1,000 each will also be given.

WHO IS ELIGIBLE?

High School seniors, college students with one or more years of undergraduate work remaining and an Adult returning to college to further their career within the food industry are eligible. Students who work in a food related industry, or are a direct relative of anyone who is associated with a current membership of the Illuminators, California Grocers Association or Western Association of Food Chains. Students must be attending an institution that is accredited and is a two or four year college/university in the United States.

SCHOLARSHIP SELECTION PROCESS?

Criteria is based upon the following:

High School seniors and College students with one or more undergraduate work remaining: Analysis of high school/college grade point average, SAT/II or ACT scores, school and community activities, moral character, and the essay on the Free Enterprise System.

Adult's returning to college to further their career within the food industry: Community activities, moral character, and the essay.

Community College: SAT/II or ACT scores, school and community activities, moral character, Community activities. No essay is necessary.

All applications criteria is evaluated by ISTS, an independent firm.

SCHOLARSHIPS TIMELINES?

Completed applications must be submitted in full no later than February 27, 2017.

Final selections will be announced by the Illuminator Scholarship Committee no later than April 7, 2017.

Once a recipient has been selected and has enrolled in an accredited college or university, the award will be deposited with the registrar of the college or university. The funds will be applied against the recipient's expenses for tuition, fees, books, etc. The funds must be used within 12-month period from the date announced.

ILLUMINATORS EDUCATIONAL FOUNDATION SCHOLARSHIPS



Aimee
Gundersen



Alec
Nation



Alex
Pena



Jennifer
Moreno



Cameron
Haberman



Faris
Omeragic



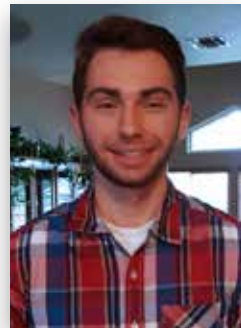
Hollie
Pennington



Frankie
Morgan



Sean
Uhle



Jeff
Baptista



Jessica
Gatten



Samantha
Meyers



Ted'Dryonna
Moges



Victoria
Vasquez



Wendy
Bonilla

ILLUMINATORS EDUCATIONAL FOUNDATION RECIPIENTS

THE FOLLOWING ARE RECIPIENTS OF THIS PRESTIGIOUS HONOR:

1985	Scott Meshberger	2001	Sara Eagle	2005	Alan Talbott	2011	Jacob Friedler
1986	Julie Doyle	2001	Jesse Schuchmann	2005	Angela Wu	2011	Erika Kamholz
1987	Kimberly Williams	2001	Julie Trommeter	2006	Cecile Ardrey	2011	So Won Kang
1988	Thomas Keller	2001	Carvey Cowgill	2006	Kathryn Bailey	2011	Maxim Markovic
1989	Tammy Jackson	2001	Erik Lystad	2006	Angela Brown	2011	Zachary Montoya
1989	Mark R. Doyle	2001	Andrew Smith	2006	Bryan Chong	2011	Daniel Trujillo
1990	Mark Carroto	2002	Stephen Bradford	2006	Adrian Dokey	2012	Andrew Serpa
1990	Richard Wilder	2002	Luke St. Clair	2006	Megan Harding	2012	Anthony Maiorano
1991	Dyron Jue	2002	Jessica Duhé	2006	Rachel Oyama	2012	Felix Huang
1991	Lisa Gutierrez	2002	Catherine Issas	2006	Julie Pang	2012	Maxim Markovic
1992	Stacy Cerrutti	2002	Allison Jones	2007	Bryan Cong	2012	Meg Diedrick
1992	Wendy Diane Cerrutti	2002	Matthew Kennedy	2007	Carissa Harding	2012	Elicia Yoffee
1993	Stephanie Gale	2002	Tiffany Ly	2007	Season Leyva	2012	Kameron Shams
1994	Dominic Riehli	2002	Christopher Marasco	2007	Celio Ruvalcaba	2012	Anne Stachofsky
1994	Jennifer Farrell	2002	Michelle Ryndak	2007	Allison Sayerstad	2012	Eun Won Kang
1995	Katherine Loo	2002	Myles Sumlin	2007	Katy Burwell	2012	Daniel Brizuela
1995	Jaynell Grayson	2003	Lindsey J. Willis	2007	Katherine Guthrie	2012	Rebecca Green
1995	Christopher Durham	2003	Derek Moulton	2007	Laura Byrd	2013	Michael Aldrich
1996	Paul Umpierre	2003	Frank Cohen	2008	Christina Harrington	2013	Michael DiDio
1996	Heidi Hendrickson	2003	Patrick McMahon	2008	Derek Heywood	2013	Katharine Henry
1996	Marcus Talley	2003	Elizabeth Beckman	2008	Julie Pang	2013	Andrew Nelson
1996	Adam Jevic	2003	Jeffrey Cotton	2008	Katrina Ause	2013	Emilie Melvin
1997	Michael Umpierre	2003	Eric Byrd	2008	Kyra Gee	2013	Kyle Pollock
1997	Katherine Schafli	2003	Meredith Hathaway	2008	Lauren Serpa	2013	Samuel Posts
1997	Christopher DeMars	2003	Stephanie Gomez	2008	Victor Larios	2013	Noelle Smits
1997	Nicholas Long	2003	Jackie Espinoza	2008	Brock Tilletson	2013	Brittany Henry
1997	Sherrey Long	2003	Michael Leach	2008	Allison Sayerstad	2013	Josiah Deveau
1998	Amber Fink	2003	Richard Jones	2009	Katrina Ause	2013	Anna Robinson
1998	Aaron Nielson	2004	Ashley Converse	2009	Blake Caldwell	2014	Edgar Jaramillo Rodriguez
1998	Nicole Harrison	2004	Alejandro Valdaarana	2009	Marco Flores	2014	Eric Li
1998	Christina Smith	2004	Christine Greep	2009	Fabrizio Mangand	2014	Rachael Smith
1998	Sarah Topl	2004	Samson Elsbernd	2009	Hattie Osborne	2014	Sydney Henry
1998	Lisa Miller	2004	Cara Von Hofen	2009	Victoria Pang	2014	Emily Moneymaker
1998	Alisha Gess	2004	Brandon Newlin	2009	Keeley Tillotson	2014	Merna Abdelsayed
1999	James Davidson	2004	Michael Byrd	2009	Lacey Winter	2014	Meg Diedrick
1999	Helena Lee	2004	Steven Browning	2010	Steven Aldrich	2015	Amber Shackelford
1999	Stephanie E. Poston	2004	Brian Trommeter	2010	Erica Gleason	2015	Kelsey Aijala
1999	Ian Robbins	2004	Lindsey Willis	2010	Chelsie Green	2015	David Gonzalez
1999	Heather Stanfield	2004	Katherine Gielissen	2010	Kevin Haug	2015	Jennifer Moreno
1999	Angela Won	2005	Kelli Boehringer	2010	Emily Lang	2015	Klair Diedrick
2000	Sebastian Barnes	2005	Jason Dreibelbis	2010	Kyle Micale	2015	Kelsi Walker
2000	Stephanie Bundy	2005	Jennifer Goger	2010	Andrew Serpa	2015	Jessica Gatten
2000	Vincent Byrd	2005	Christopher Heide	2010	Jacqueline Su	2015	Kaitlyn Merritt
2000	Jaylan Jones	2005	Mai Hoang	2010	Joshua Teahen	2015	Kylie Otis
2000	Jaime LeClercq	2005	Nicole Olvera	2010	Eric Wilkens	2015	Lauren McManus
2000	Julie Trommeter	2005	Julie Pang	2011	Stephen Aldrich	2015	Nicholas Manasewitsch
2001	Kimberly Agalsolff	2005	Paul Reynolds	2011	Brian Bucci	2015	Scott Rebro II
2001	Katherine Bloomquist	2005	Tivoli Shiosaki	2011	Brianna Burris	2015	Renee Taylor
2001	Matthew Becker	2005	Anthony Siderius	2011	Eric Espinoza		

CGA SCHOLARSHIP WINNERS



Jimmy Dang



Matthew Wollert



Nigel Felix



Kendra Hoogland



Madison Johansen



Sydney Kusumoputro



Katherine Louie



Jordan Martin



Jasmine Paek



Brody Patterson



Davis Whalen



ONE VOICE SINCE 1898

THE ILLUMINATORS WISH TO CONGRATULATE OUR 2016 WINNERS!

The Illuminator Education Foundation currently donates Twelve \$1,000 scholarships to the CGA to be awarded to deserving students through the California Grocers Association Educational Foundation.

*ILLUMINATORS CONGRATULATE KEVIN DAVIS FOR RECEIVING THE 2016
ILLUMINATORS EDUCATIONAL FOUNDATION TORCH AWARD*



Kevin Davis

Chairman and CEO
Bristol Farms and Chairman
of Lazy Acres

2016 Torch Award Honoree

ILLUMINATORS EDUCATIONAL FOUNDATION TORCH AWARD PAST RECIPIENTS

2010 – Rojon Hasker, Safeway Corporate

2011 – Jack Brown, Stater Bros.

2013 – Sue Klug, Unified Grocers

2014 – Karl Schroeder, Albertsons
Companies, Inc.

“THE ILLUMINATORS ARE AN AMAZING ORGANIZATION OF VENDORS AND SUPPLIERS DEDICATED TO DEVELOPING AND ENHANCING RELATIONSHIPS WITHIN THE GROCERY INDUSTRY THROUGH EDUCATION, LEADERSHIP AND PARTNERING. I HAVE BEEN FORTUNATE IN MY CAREER WITHIN THE FOOD INDUSTRY TO HAVE BEEN SUPPORTED AND MENTORED BY THE BEST OF THE BEST. I HAVE BEEN EDUCATED BY THE GROCERY INDUSTRY THROUGH THE USC/FIM PROGRAM AND THE WONDERFUL RELATIONSHIPS I HAVE EXPERIENCED WITHIN THIS INDUSTRY THROUGHOUT MY CAREER; I HAVE BEEN MENTORED IN LEADERSHIP BY TRUE LEGENDS WITHIN OUR INDUSTRY, AND I HAVE BEEN TAUGHT THE TRUE MEANING OF PARTNERSHIP BY THE VENDORS AND SUPPLIERS WHO GIVE BACK TO OUR INDUSTRY THROUGH THIS FINE GROUP OF PROFESSIONALS CALLED THE ILLUMINATORS.

WHAT BETTER MISSION COULD AN ORGANIZATION HAVE THAN TO SPREAD THE “LIGHT OF GOOD FELLOWSHIP” BY MENTORING, SUPPORTING, AND PARTNERING WITH THE FOOD INDUSTRY TO BUILD ITS FUTURE LEADERSHIP THROUGH EDUCATION.

THOSE OF US WHO HAVE BENEFITTED FROM YOUR HARD WORK AND CONTRIBUTIONS TO OUR INDUSTRY ARE FOREVER GRATEFUL AND INDEBTED TO YOU ALL. I AM PROUD TO JOIN THOSE WHO HAVE PRECEDED ME AS AN ILLUMINATOR TORCH AWARD HONOREE AND PROMISE TO CARRY THE TORCH OF EDUCATION, LEADERSHIP, AND PARTNERSHIP INTO THE FUTURE WITH THE ILLUMINATORS EDUCATION FOUNDATION.”

*KEVIN DAVIS
CHAIRMAN AND CEO
BRISTOL FARMS AND CHAIRMAN OF LAZY ACRES*

INDUSTRY EXECUTIVES @ WAFC 2016



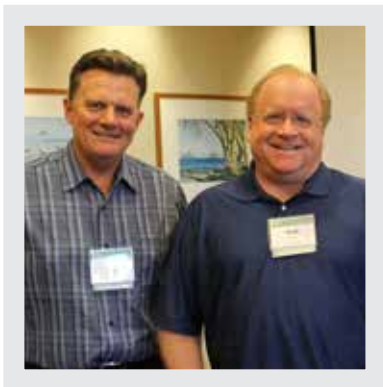
Bryan & Mary Kaltenbach
Food-4-Less



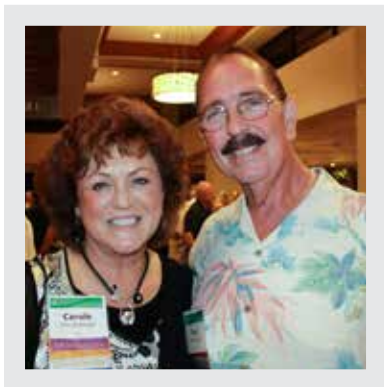
Kevin Davis - Bristol Farms
Greg McNiff - Albertsons
Patrick Posey - Bristol Farms



Mario & Donna Giordano
Ralphs



Joe Falvey & Bob Ling
Unified Grocers



Carole & Paul Christianson
WAFC



Greg & Jamie McNiff
Albertsons



Fred Meyer Reunion



Mike & Renee Stigers
SuperValu



Oscar & Sylvia Gonzalez
Northgate Gonzalez Market



Cynthia & Jim McCloud - USC
Sue Klug - Unified Grocers



Ron Fong - CGA
Kevin Davis - Bristol Farms
Mike Stamper - Nestle USA



Steve & Theresa Junqueiro
Save Mart





EDUCATION

WAFC Initiated:

- USC Food Industry Management Program - established 1958
- USC Food Industry Executive Program - established 1974
- Community College "Retail Management Certificate Program" - established 2000

WAFC Supported:

- Portland State University/Food Industry Leadership Center scholarships & "Pathways to the Future" grant - since 2007

LEADERSHIP

- WAFC Board of Directors - Executives representing the supermarket chains and wholesalers in the 14 Western States
- Education Donors - Individuals and companies that donate funds annually to support our education mission
- Convention Delegates - Participants and volunteers that make our annual "showcase" a uniquely productive and pleasant experience

To learn more about the WAFC, go to:

www.wafc.com

To learn more about how the WAFC Retail Management Certificate Program can benefit you and your organization, go to:

www.RetailManagementCertificate.com



WAFC PLANNING & BOARD MEETINGS



ILLUMINATOR WAFC PRE-CONVENTION RALLIES 2016

ILLUMINATOR PRE-CONVENTION RALLIES 2016

ILLUMINATOR Preconvention rallies in Southern & Northern California along with the Pacific Northwest provide suppliers to the opportunity to hear from key WAFC retailers regarding upcoming WAFC Convention activities and programs.



February 4th, 2016
Southern California Rally

Featured Speaker:

Pete Van Helden

President & CEO
Stater Brothers

February 9th, 2016
Nor Cal Rally

Featured Speaker:

Geoff White

Vice President
Albertsons Safeway
Northern California Division

February 10th, 2016
NorthWest Rally

Featured Speaker:

Dan De La Rosa

Vice President of Merchandising
Fred Meyer

THE 2016 WAFC CONVENTION

Offering unparalleled opportunities to build both personal and professional relationships with key western grocery retailers.

- Impactful business sessions
- Motivational, insightful and unforgettable general sessions & Speakers
- Opportunities for top to top business meetings
- All Delegate Food Court, Breakfast, and Lunch
- All delegate hospitality suites Sponsored by Vendors
- Dreyer's Ice Cream socials
- Gala banquet with great entertainment
- More than a Business Convention, but fun for the Whole Family
- The Best Ever!

The Illuminators run 18 committees with more than 200 volunteers to ensure that all delegates get the most out of their WAFC experience.

ATTENDING THE WAFC CONVENTION AS AN ACTIVE ILLUMINATOR IS GOOD FOR YOUR BUSINESS!





"I AM SO PROUD TO BE ASSOCIATED WITH AN ORGANIZATION AS FINE AS THE ILLUMINATORS. I'VE HAD THE PRIVILEGE TO WORK WITH MANY FINE GROUPS ALL OVER THE UNITED STATES BUT NONE COME CLOSE TO HAVING SUCH A SIGNIFICANT IMPACT ON OUR INDUSTRY AS THE ILLUMINATORS. THAT COMMENT IS BY NO MEANS A KNOCK ON THE OTHERS; IT'S JUST THAT THE ILLUMINATORS ARE SUCH AN ABSOLUTE STAND OUT. THE ILLUMINATORS WORK TIRELESSLY BEHIND THE SCENES TO SUPPORT THE MISSION OF THE WAFC AND THEIR OWN MISSION COMES OUT LOUD AND CLEAR IN THEIR EFFORTS AND RESULTS. THERE IS NO DOUBT THAT THE ILLUMINATORS MAKE OUR INDUSTRY, AND REALLY THE WORLD, BETTER EVERY YEAR BY ALL THAT THEY DO."

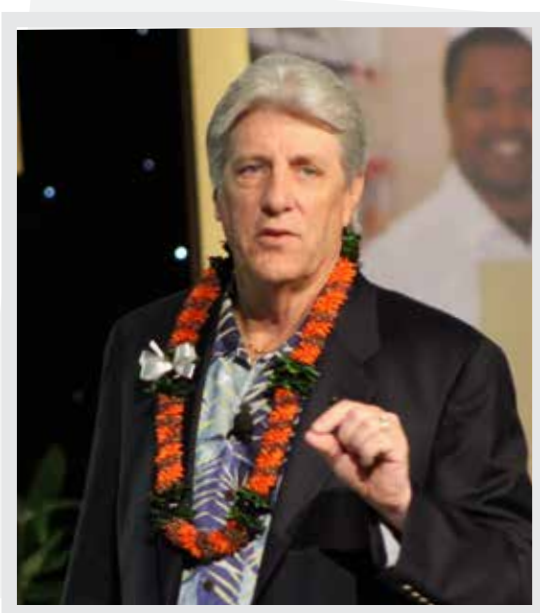
Karl Schroeder
President, Seattle Division
Albertsons Companies



“THE ILLUMINATORS ARE ALL ABOUT TEAMWORK AND HARD WORK. THE ILLUMINATORS RELATIONSHIP WITH THE WAFC IS EXTREMELY IMPORTANT AS WE WORK HAND AND HAND TO ADVANCE EDUCATIONAL INITIATIVES IN OUR INDUSTRY. RELATIONSHIPS AND COMMUNICATION ARE THE KEY TO ANY GREAT ORGANIZATION AND THE RELATIONSHIP BETWEEN THE WAFC AND THE ILLUMINATORS HAS NEVER BEEN STRONGER. THE ILLUMINATORS CONTINUE TO DEVELOP LEADERS IN OUR INDUSTRY THAT ARE ALWAYS PRESENT AND WILLING TO MAKE THINGS HAPPEN. YOU CAN ALWAYS COUNT ON THE ILLUMINATORS TO COME THROUGH, EVERY TIME!”

Patrick Posey
Vice President Sales
Advertising and Non-Perishable Procurement





ILLUMINATORS EXCLUSIVE NETWORKING DINNERS

ILLUMINATORS EXCLUSIVE NETWORKING DINNERS

The Illuminators Exclusive Networking Dinners have become an integral and important part of the year. During these events, Illuminators members have the opportunity to build stronger personal relationships (PARTNERING) with key customer executives, listen to Illuminators Insights from an Illuminators veteran and learn exclusive details as presented by the guest retailer.

THE 2015 – 2016 ILLUMINATORS EXCLUSIVE NETWORKING DINNERS SCHEDULE PROVIDED ILLUMINATORS MEMBERS WITH A DYNAMIC LINE UP OF ILLUMINATORS INSIGHT AND CUSTOMER SPEAKERS:



May 11, 2016

Featured Speaker:
Donna Giordano
President
Ralph's

Illuminator Insight Speaker
Honorlite:
Bob Paul
Navigator Sales

July 26, 2016

Featured Speaker:
RJ Sheedy
Chief Marketing and Strategy Officer
Grocery Outlet

Illuminator Insight Speaker
Dimmed Headlite:
Ed Hepler

ILLUMINATORS SUPPORTING THE CGA

The CGA Strategic Conference is the most productive, well-attended, annual gathering of the California grocery industry. Each year, CGA brings together the top retail decision-makers representing the broad spectrum of California's grocery industry and leading suppliers for this one-of-a-kind, business-building conference.

The CGA Strategic Conference really earns its stripes is with more than 800 pre-scheduled business meetings, engaging exhibits and networking events that provide a productive and efficient way to build your connections and optimize your time at the conference.



WE GUARANTEE YOUR TIME AT THE CGA STRATEGIC CONFERENCE WILL NOT BE TIME SPENT AWAY FROM BUSINESS, BUT RATHER TIME INVESTED IN THE BUSINESS OF CREATING A STRONGER FUTURE FOR YOU AND YOUR ORGANIZATION.



CGA STRATEGIC CONFERENCE







Dave Dimond

Illuminators Headlite

*WELCOME TO THE ILLUMINATORS!
CONGRATULATIONS ON MAKING
THE DECISION TO BECOME A PART
OF THE MOST ADMIRED GROCERY
ORGANIZATION IN THE U.S.*

Becoming an Illuminator is a rewarding experience and being a part of one or more of our Committees allows you to meet and build relationships with several people in the industry. By serving on a minimum of three Committees as either a Chair or Vice-Chair you will become eligible to be a Hilitite/Board Director which serves a three-year term.

Take a look through this Roster and notice the number of Executive level retailers enjoying time with fellow Illuminators. We offer innumerable opportunities to get involved. The journey will take time and effort but the experience and lifelong relationships will be so rewarding.

Lastly, please visit our website at www.illuminators.org and see what the Illuminators Educational Foundation can do for you. We have made a significant impact on the lives of deserving high school seniors and undergraduate college students. By being an Illuminator, these benefits are available to your immediate family and associates of yours. Details are available on the website.

*I LOOK FORWARD TO MEETING YOU AND
HELPING GET THE MOST OUT OF BEING AN
ILLUMINATOR!*

Regards,

Dave Dimond

2016-2017 Illuminator Headlite

2016 NEW MEMBERS AND OFFICERS

NAME		COMPANY	NAME		COMPANY
Carioti	Kelly	Frito Lay	Nguyen	Trong	Foods 2.0, LLC. Home of Sugar 2.0
Gerlach	Daniel	Bumble Bee Seafoods	Olinto	Heather	City of Hope
Holguin	Mario	Day Lee Foods (Crazy Cuizine)	Orr	Brian	Ready Pac Foods, Inc.
Hutchesen	Bryan	Bumble Bee	Todd	Douglas	PepsiCo-Frito Lay
Moschetti	Dominic	Vida Marketing Communications	Waters	Kristi	Sparkling ICE



Headlite
Dave & Andrea Dimond



Sidelite
Mark & Jessica Olejnik



Spotlite
Paul & Lorraine Kamholz



Tailite
Doug & Tracy Lape



Advisory Officer
Ed & Susan Hepler



Advisory Officer
Jim & Alane French



Advisory Officer
Willie & Mary Crocker



Jim French

Co-Sales Northern California

Dimmed Headlite 2016

As I look back through my years of becoming a Hillite up to being the 87th Headlite I can now personally tell you it has truly been an honor and a privilege to have had this opportunity to serve the Illuminators.

As I said in my speech at the WAFC, in today's world of technology more business is being conducted by emails and texting and there is less face time with retailer's and upper management. That is why there is not a better vehicle than the Illuminators that can give yourself and your company exposure you need. This is why there are over 100 manufacturers that help represent over 200 Illuminator members!

For me it all started by getting involved with the Illuminator committees. Whether I was greeting, serving breakfast or lunch, golfing or chairing a dinner/ lunch; my face and my company's face was being seen and heard. Priceless!

My advice to those who want to have the opportunity to enhance their relationships is to get involved and chair in as many committees as you can. Not only will your exposure be public among retailers but you can position yourself to qualify for the consideration of becoming an officer.

I am always asked, "Jim would you go back and do it again?" My response is always, "In a heartbeat!!"

To now have my name added to this great heritage of Dimmed Officers is a true honor and I look forward to supporting the Illuminators with my company and my employees for our future and their future. "It takes each of us to make a difference for all of us"

DIMMED HEADLITES

Walter J. Malmberg	1928-30	George Kinst	1974
Dumont M. Hirsch	1931	David J. Ford	1975
Robert B. Nusser	1932	Robert F. Bernhard	1976
R. H. Cantley	1933	Robert F. Bernhard	1977
W. J. Lacey	1934	Robert L. Hildebrand	1978
Warner M. O'Brien	1935	Glen L. Warren	1979
Jean N. Bistline	1936	Robert W. Zinn	1980
Dave L. Taub	1937	Richard D. Foster	1981
Gordon Griswold	1938	Fred B. Watson	1982
P. J. Daniels	1939	Robert Kunz	1983
Thomas W. Cutting	1940	N. Duane Stauffer	1984
Oliver E. Seegelken	1941	Frank Boyd	1985
Milton A. Kottinger	1942	Burl L. Bahl	1986
Roy Heinz	1943	Robert L. Barto	1987
T. H. Eggers	1944	Ben Green	1988
C. C. Nigg	1945	Bill Webb	1989
John W. Geiger	1946	Fred Anderson	1990
Lyman C. Dunbar	1947	Frank Meckler	1991
Julius O. Dohrmann	1948	Hal Adams	1992
William B. Massie	1949	Al Curran	1993
Harold P. Nachtrieb	1950	Dave Smith	1994
Paul McKinney	1951	Arnie Gamboa	1995
Larry Moore	1952	Art Portugal	1996
Les Irvin	1953	Vern Robertson	1997
F. C. Hasemann	1954	Carole Christianson	1998
James H. Carothers	1955	Jerry Zybach	1999
Claude W. Gerdes	1956	Bob Wilson	2000
Charles F. Fuller	1957	Jack A. Menashe	2001
C. Harry Bleich	1958	Gerry Compas	2002
Ivan Nielson	1959	Lee Merritts	2003
Ren Ostrom	1960	Doug Detherage	2004
A. Dossett	1961	Charles Zimmerman	2005
E. G. Miller	1962	Paul Christianson	2006
Fred Heaton	1963	Bob Kelly	2007
H. E. Michels	1964	Vic Chiono	2008
Ray Kidd	1965	Chuck Elste	2009
Charlton Johnson	1966	Mickie Sharp-Villanueva	2010
Spencer Redfield	1967	Bruce Wyatt	2011
Ray Keefer	1968	Richie Vail	2012
J. E. (Woody) Ginn	1969	Jim Van Gorkom	2013
Robert Butterfield	1970	Ed Hepler	2014
Robert McNeil	1971	Willie Crocker	2015
Ernest P. Snortum	1972	Jim French	2016
James P. Curry	1973		

**HONORARY
ILLUMINATORS**

- Janet Brown
- Peter Larkin
- Ed & Sylvia Hill

CHARTER MEMBERS - ILLUMINATORS SINCE 1928

Earle D. Baker
C. K. Bell
John B. Beresford
Peter M. Boyle
A. R. Bradford
W. M. Breen
F. K. Brown
R. H. Cantley
Charles C. Cass
Edwin A. Chadil
E. H. Cooper
J. Cossich
F. A. Croke
Thomas W. Cutting
Nathan Dan Danziger
Julius O. Dohrmann
Ted Eggers
E. C. Fleischmann

E. H. Foote
I. A. Ford
W. A. Glascock
O. L. Griffin
Grodeon W. Griswold
Herman J. Guehring
George T. Hansen
Joseph A. Henry
W. C. Hinrichs
Dumont M. Hirsh
Thos. S. Jacobsen
W. J. Lacey
B. E. Law
A. M. Lewis
Walker J. Malberg
J. D. Marshall
A. N. Martin
C. R. Martin

James H. McDonough
John H. Meyer
George W. Morrow
H. P. Nachtrieb
Robert B. Nusser
Warner M. O'Brien
Neal P. Olsen
I. A. Petersen
W. T. Pidwell
J. F. Quirk
Herman R. Reynolds
W. L. Reynolds
H. G. Stibbs
Phil J. Swearingen
John Tiedemann
F. V. Twist



December 1980, L to R: Carl Jacobson, Ed Ebke, Vern Robertson, Walter Malmberg (1st Illuminator Headlite, 1928), Bob Marshmon

HONORLITE 2016 - CHERYL KENNICK

CHERYL WAS BORN IN ALBANY, NEW YORK. SHE MOVED OUT TO CALIFORNIA WITH HER FAMILY AFTER GRADUATING HIGH SCHOOL IN 1968.

Cheryl worked for Casablanca Fan Company, attended and worked at Cal State LA.

Cheryl started with KDS Marketing in 1980 as an Area Supervisor. She was promoted to In-House Sales Manager for Vons Grocery Company and Bradshaw International. Cheryl worked for JoAnn Benci for a short-time and Total Access Marketing before joining City of Hope, Food Industries Circle in January 1997.

Cheryl was awarded a Spirit of Life award from the Produce and Floral Industry along with a generous donation to City of Hope.

In 2002, Cheryl was chosen to participate in the Olympic Torch Relay by Coca-Cola Refreshments, and passed the torch to Larry King. That same year Cheryl was honored by FISMC, "Women in the Industry", along with Pasty Flannigan.

Cheryl was inducted into DDBC Hall of Fame in 2014. Cheryl was honored as a "Woman of Influence" along with other industry leaders in 2015.

IN 2016, AT THE W AFC CONVENTION IN HAWAII, CHERYL WAS AWARDED THE PRESTIGIOUS "TED EGGARS HONORLITE AWARD".



"I JOINED THE ILLUMINATORS 31 YEARS AGO. JOINING THE ILLUMINATORS IS THE BEST INVESTMENT YOU CAN MAKE IN YOUR CAREER. I HAVE BEEN BLESSED WITH MANY OPPORTUNITIES AND HAVE MET, AND WORKED WITH THE FOLKS WHO ARE THE HEART AND SOUL OF THIS WONDERFUL INDUSTRY."

CHERYL KENNICK

Senior Director
Corporate Philanthropy
City of Hope Food Industries Circle

The distinguished Honorlite Award is the highest Award given to an Illuminator member who has not served as an Officer of the Organization. Each Honorlite was dedicated to "Spreading the Lite of Good Fellowship".

They went beyond the call of duty and served with passion. Our Organization's strength and longevity is due to our Past and Future Honorlites.

*THE ILLUMINATORS HONOR AND
THANK OUR HONORLITES FOR THEIR
CONTRIBUTIONS AND AS A MODEL FOR ALL
OF OUR MEMBERSHIP*



PAST HONORLITES

1986 Dick Lindgren Jr.

1987 Buzz Odney

1988 John Lundigan

1988 Jo Ann Benci

1989 Chuck Adams

1989 George Saljian

1990 John Vander Giessen

1990 Marty Maitino

1991 Ed Ebke

1992 Joe DeGruccio

1993 C. Clem Teeters,

1994 Norm Allumbaugh

1995 John Shehtanian

1997 Tom Bezick

1998 Phil Brager

1999 Jim Clark

PAST HONORLITES

2000 Jerry Whitmore

2001 Ken Frankish

2002 Arline Mello

2003 Dick Skoog

2004 Gordon Prairie

2006 Robert Paul

2007 Larry Taylor

2008 Harry Little

2009 Ron Sebasto

2010 Patsy Flanigan

2011 Mike Sencer

2012 Orv Harpole

2014 Bill Duff

2015 Shelly Trickel

2016 Cheryl Kennick

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
A				
Adlman	Jeffrey M	George Chiala Farms, Inc.	(415) 479-0211	adlman@pacbell.net
Ajemian	Michael	Barilla America, Inc	(847) 597-6672	Michael.ajemian@barilla.com
Albaugh	Robert	Tony Chachere Creole Foods	(951) 603-0439	robert@tonychachere.com
Alden	Jon	Jelly Belly Candy Co.	(707) 428-2800	jalden@jellybelly.com
Allen	Brian	WhiteWave Foods	(303) 635-4433	brian.allen@whitewave.com
Anders	Travis	MillerCoors		travis.anders@millercoors.com
Anderson	Carl	Ecolab - Food Retail Services	(336) 931-2719	carl.anderson@ecolab.com
Anle	Loan	Truno	(800) 657-7108	lanle@truno.com
Arnold	Rich	Oberto		rich.arnold@oberto.com
Arrington	Mark	Post Consumer Brands	(952) 322-8356	maarrington@postholdings.com
B				
Belcastro	Dennis J.	Kimberly Clark Corporation	(312) 614-6177	dennis.belcastro@kimberlyclark.com
Beneventi	Tony	Coca-Cola North America	(949) 250-7932	tbeneventi@coca-cola.com
Bissett	Marlene	Coca-Cola North America	(949) 250-6158	mabissett@coca-cola.com
Bloes	Ronald	The Coffee Bean & Tea Leaf		rbloes@coffeebean.com
Boggus	Mike	Sun-Maid Growers of California	(209) 472-8445	mboggus@sunmaid.com
Borchard	Ron	Dean Foods	(925) 583-5005	Ron_borchard@deanfoods.com
Bosque	Brian	CHEP		brian.bosque@chep.com
Bowlby	Kevin	Ventura Foods		kbowlby@venturafoods.com
Boyd	Robert	Southern Wine and Spirits		robertboyd@southernwine.com
Brindle	Rick	Mondelez Int'l	(804) 790-0306	rick.brindle@mdlz.com
Brown	Lori	Post Consumer Brands	(612) 338-8551	lkbrown@postholdings.com
Browning	Tom	Organic Girl	(513) 442-8311	tom.browning@iloveorganicgirl.com
C				
Cabot	Rita	Norco Ranch	(951) 703-4202	rcabot@norcoranch.net
Caggiano	Mona	Diageo	(714) 313-0676	mona.caggiano@diageo.com
Caliendo	Bob	Nestle Waters North America	(714) 792-2212	robert.caliendo@waters.nestle.com
Caplan	Karen	Friedas	(714) 733-7644	karen.caplan@friedas.com
Carioti	Kelly	Frito Lay	(949)465-7502	kelly.carioti@pepsico.com
Casarez	Dave	Peco Pallet Inc		dcasarez@pecopallet.com
Cashen	Bob	Cacique Inc.	(626) 937-4311	rcashen@caciqueinc.com
Caudill	Brad	Harris Ranch Beef Company	(559) 896-3081	bcaudill@harrisranch.com
Cherry	Elizabeth	Stagnito & Edgell	(310) 546-3815	echerry@stagnitomedia.com
Christie	Cory	Organic Girl		Corey.Christie@iloveorganicgirl.com

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
Cohen	Timothy	Hidden Villa Ranch		tcohen@hiddenvilla.com
Cole	Bob	R&B Foods, Inc	(847) 590-0059 x15	Bob.Cole@mizkan.com
Cole	Sam	KeHE	(630) 343-0246	sam.cole@kehe.com
Corbin	Victoria	Olive Crest	(657) 622-4095	Victoria-corbin@olivecrest.org
Costello	Darrell	Roplast Industries Inc.	(530) 532-9500	dcostello@roplast.com
Costello	Phil	the Performance Group	(925) 905-7369	pcostello@tpgsales.com
Cowin	Andrew	The Dannon Company	(949) 242-6406	andrew.cowin@dannon.com
Cox	Reid	iFoster	(530) 550-9672	reid@ifoster.org
Cox	Serita	iFoster	(530) 550-9645	serita@ifoster.org
Crocker	Willie	BBU / Earthgrains Baking Co.	(714) 319-0517	WCrocker@sl.bbumail.com
Cruz-Sands	Marlo	Cardlytics		mcruzsands@cardlytics.com
Cybulski	Walter	PepsiCo Beverages	(949) 643-5777	walter.cybulski@pepsico.com
D				
D'Agosta	James	Ventura Foods	(714) 257-3847	jdagosta@venturafoods.com
Dana	Terry	Alta Dena Certified Dairy, LLC	(626) 923-3239	terry_dana@deanfoods.com
Deeb	Jamal	BMA USA, Inc		jdeeb@bmausa.net
DeLuca	Heather	National Entertainment Network		heatherdeluca@yahoo.com
Denisac	Chris	Oil Dri Corporation of America	(480) 522-8210	chris.denisac@oil dri.com
Densem	Brenda	La Tortilla Factory	(707) 494-7130	bdensem@latortillafactory.com
Deuschle	Mark	Navajo Manufacturing Co., Inc.	(800) 525-5097	markd@navajoinc.com
Dilley	Anthony	Western Service Merchandisers Inc.	(562) 864-0800	tdilley@wms4u.com
Dimond	Andrea	Ready Pac Foods, Inc.	(949) 363-3106	Andrea.dimond@readypac.com
Dimond	Dave	Milton's Baking Co.	(858) 350-9696	ddimond@miltonsbaking.com
Dirtzu	Mickie	North Shore Living Herbs	(760) 574-9245	micki@livingherbs.com
Dorf	Robb	PureFit Premium Protein Bars	(949) 679-7997	robb.dorf@purefit.com
E				
Elroy	Jill	Kellogg Co.	(714) 580-6725	jill.elroy@kellogg.com
Elwer	Steve	White Wave Foods	(208) 961-4020	steve.elwer@whitewave.com
F				
Felts	James	COMAG Marketing Group	(404) 231-3050	jblanton@i-cmg.com
Fitt	Brad	Coca-Cola North America	(208) 884-5104	bfitt@coca-cola.com
Flores	Jessica	Belles Organics	(770) 382-5658	jess@bellesorganics.com
Fortune-Dalton	Ariel	Danone (Dannon Co)	(636) 476-1257	ariel.fortune@dannon.com
French	James	Co-Sales Northern California	(925) 984-1777	jfrench@co-salesnc.com
Frisina	Paul	Farmer John Meats	(323) 583-4621x176	pjfrisina@farmerjohn.com

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
G				
Gai	Ronald	Pop Gourmet		rgai@popgourmetpopcorn.com
Garabaldi	Vincent	Torani	(916) 761-0698	vgaribaldi@torani.com
Garcia	Juan Ramon	Deoleo	(310) 483-1591	juanramon.garcia@deoleo.com
Gavina	Jose	F. Gavina & Sons, Inc.	(323) 582-0671x606	jose.gavina@gavina.com
Gerlach	Daniel	Bumble Bee Seafoods	(303) 933-2423	gerlach@bumblebee.com
Gilbert	Stacy	Smithfield		sgilbert@smithfield.com
Gillett	Craig	Coca-Cola North America	(208) 853-2922	crgillett@coca-cola.com
Goldburg	Roni	Dream Foods International LLC	(310) 315-5739	rg@dreamfoods.com
Goodwin	Lisa	Hodgson Mill	(323) 574-4196	lgredstar@gmail.com
Grant	Steven	Hidden Villa Ranch	(800) 326-3220	sgrant@hiddenvilla.com
Granucci	Nicolas	Ecolab		nicolas.granucci@ecolab.com
Green	Kevin	Loacker USA, Inc	(917) 434-7922	kgreen.main@gmail.com
Grosse	Dave	the Performance Group	(562) 293-1380	daveg@tpgsaleservices.com
Guettler	Philip	Bob's Red Mill	(503) 654-3215	phil@bobsredmill.com
Gundersen	Ivan	Ivar's Cabinet Shop, Inc.	(909) 923-2761	ivan@ivarsdisplay.com
Gundersen	Lisa	Ivar's Cabinet Shop, Inc.	(909) 923-2761x207	lisa@ivarsdisplay.com
H				
Hagedorn	Don	Hempler's		Don.Hagedorn@Hemplers.com
Hamacher	Rickey	Bimbo Bakeries USA	(714) 459-4772	rhamacher@bbumail.com
Hamilton	Jennifer	Talking Rain Beverage CO	(503) 367-9065	jhamilton@talkingrain.com
Hansen	Jeff	Promax Nutrition, Inc.		jeff.hansen@sbcglobal.net
Harlan	Craig	Earth Friendly Products		Craig@ecos.com
Harrington	Bill	HS&R Sales & Marketing Solutions		bill.harrington@hsrsales.com
Haskins	Geoff	B&G Foods	925-487-1304	Geoff.Haskins@bgfoods.com
Heberger	Ryan	Coca-Cola Refreshments	(208) 888-7420	rheberger@coca-cola.com
Hebnes	James	ARSG, Inc	(714) 701-9112	jhebnes@arsg.net
Hepler	Ed	Snack Factory	(209) 835-1346	EHepler@Pretzelcrisps.com
Holguin	Mario	Day Lee Foods (Crazy Cuizine)	(562) 802-6800	mholguin@day-lee.com
Horan	Richard	La Tortilla Factory	(707) 586-4000	rhoran@latortillafactory.com
Horne	Pete	SunWest Sales	(714) 368-9808	peteh@sunwestsales.com
Huls	Thomas	Mondelez International	(909) 605-0175	thomas.huls@mdlz.com
Hutchesen	Bryan	Bumble Bee		bryan.hutcheson@bumblebee.com
I				
Iglesias	Tirso	Cacique, Inc.		

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
J				
Jay	Joshua	Clif Bar & Co.	(623) 556-2765	jjay@clifbar.com
Joffer	Andy	Jelly Belly Candy Co.	(541) 899-5304	ajoffer@jellybelly.com
Jones	Celeste	Hidden Villa Ranch	(800) 326-3220 X 231	cjones@hiddenvilla.com
K				
Kamholz	Paul	Baswood Corporation		pkamholz@baswood.com
Kemnitz	Randal S.	Hormel Foods	(949) 753-5301	rskemnitz@hormel.com
Kennick	Cheryl	City of Hope	(213) 241-7146	ckennick@coh.org
Kennington	John	Ferrero USA, Inc.	(732) 764-2727	john.kennington@ferrero.com
Kilcher	Kyle	Hidden Villa Ranch	(800) 326-3220	kkilcher@hiddenvilla.com
Konrad	Karl	Co Sales NC	(925) 973-6180	kkonrad@co-salesnc.com
Konya	Ken	J. M. Smucker Co.	(831) 601-6066	ken.konya@jmsmucker.com
Kunsman	Kent	C&H Sugar - ASR Group	(510) 787-4416	kent.kunsman@asr-group.com
L				
Lam	Chris	Pucci Foods	(510) 300-6800 x6838	ChrisL@Puccifoods.com
Lansing	Lori	Co-Sales Northwest	(503) 924-4446	lorilansing@cosalesnw.com
Lape	Tracy	NuCal Foods, Inc.	(209) 254-2205	tlape@nucalfoods.com
Lapp	Adam	Talking Rain Beverage Company	(503) 320-8368	alapp@talkingrain.com
Lee	Daniel	Textron Aviation	(316) 517-1704	dlee2@txtav.com
Llerena	Gino	Mission Foods	(562) 802-1700 x202	gino_llerena@missionfoods.com
Lombardi	Kathleen	CoSales NC	(925) 973-6113	klombardi@co-salesnc.com
Lombardo	Tim	Alliance Sales & Marketing	(704) 752-1919	tlombardo@alliancesalesinc.com
Ly	Mark	Sugar Bowl Bakery	(415) 850-0404	mark_ly@sugarbowlbakery.com
M				
Maestas	Nick	Sterilox Fresh		nmaestas@sterilox.com
Mains	Sheila	Brownie Brittle, LLC	(561) 688-1890	sheila@browniebrittle.com
Makita	David	Focus Brands, Inc.	(404) 257- 7060	hbooker@focusbrands.com
Marlen	Albert	Talking Rain	(425) 222-4900	amarlen@talkingrain.com
Marnien	Gerry	Precision Refurbishing	(909) 247-4360	precisionrefurb@aol.com
Martin	Katherine	PepsiCo	(949) 643-5777	katherine.daniels@pepsico.com
Mastalski	Al	Wanu Water, Inc.	(310) 401-1733	al@wanuwater.com
Masten	Mark	PopChips	(310) 862-5849	sals@popchips.com
Mastroaolo	John	Dannon Co.	(949) 242-6411	john.mastroaolo@dannon.com
Masucci	Louis	Zacky Farms		Lillianzacky@zacky.com
May	Carolyn	BMA USA		cmay@bmausa.net
McBride	Kyle	Blue Bell Creameries, L.P.	(602) 272-3201	kyle.mcbride@bluebell.com

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
McDaniel	Brian	Daymon Worldwide	(909) 733-5475	bmcdaniel@daymon.com
McIntosh	Marla	Ainsworth Pet Nutrition		Marla.mcintosh@ainsworthpets.com
McLaughlin	Chris	Vertech		
McLean	Mark	Crossmark Sales & Marketing		mark.mclean@crossmark.com
Mediati	Mario	Clorox Co.	(510) 271-7715	Mario.mediati@clorox.com
Melsheimer	Kim	Nice Pak Products	(949) 888-7997	kmelsheimer@nicepak.com
Mendonca	Lisa	Roplast		lmendonca@roplast.com
Meyers	Melissa	Bob's Red Mill	(503) 654-3215	mmeyers@bobsredmill.com
Montes	Christopher	Talking Rain Beverage Co.	(562) 972-5566	cmontes@talkingrain.com
Morrow	Rick	Arizona Canning	(714) 854-0018	rmorrow@arizonacanning.com
Moschetti	Dominic	Vida Marketing Communications		dmoschetti@vidamc.com
N				
Nagle	Bruce	RW3 Technologies, Inc.	(925) 984-3009	bnagle@rw3.com
Newton	Jeff	Freight Handlers, Inc. (FHI)	(919) 552-3157 ext 361	jeff@FHIworks.com
Nichols	Marybeth	C&S Wholesale Grocers	(916) 365-6991	mnichols@cswg.com
Nonn	Larry	Odwalla Inc	(925) 830-6604	lnonn@coca-cola.com
Norlin	Andrew	Pabst Brewing Company		anorlin@pabst.com
Nguyen	Trong	Foods 2.0, LLC. Home of Sugar 2.0	(951) 394-8477	trong.nguyen@foods2pt0.com
O				
O'Brien	Daniel	Harry's Fresh	(503) 445-9230	dobrien@harrysfresh.com
Olejnik	Mark	C&H Sugar - ASR Group	(510) 787-4247	mark.olejnik@asr-group.com
Olinto	Heather	City of Hope	(415) 788-1002	holinto@coh.org
Otsuji	Jeff	Definiti Healthcare		jeff.otsuji@definiti.net
Orr	Brian	Ready Pac Foods, Inc.	(925) 292-1930	brian.orr@readypac.com
P				
Pedrotti	Bruce	C & H Sugar - ASR Group	(510) 787-4425	bruce.pedrotti@asr-group.com
Perez	Joe	rePlanet, LLC	(951) 818-1146	joe.perez@rePlanet.com
Pierce	Subriana	Navigator Sales and Marketing		subriana@navigatorsales.com
Pierson	Jerry	Jelly Belly Candy Co.	(707) 399-2715	jpieron@jellybelly.com
Pinto	Dean	Tillamook Country Smoker	(888) 854-0941	dean.pinto@tcsjerky.com
Pogue	Gary	Gary Pogue Consulting	(925) 640-9070	garypogue13@outlook.com
Q				
Quigley	Elaine	Navajo Inc.		equigley@navajoinc.com

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
R				
Ramsey	Kim	Aisle One	(714) 986-1515	kramsey@aisleone.com
Reedy	Jamie	Coca-Cola Refreshments		jreedy@coca-cola.com
Reeves	Bob	Shelby Publishing Co., Inc.	(678) 928-5495	rreeves@shelbypublishing.com
Reid	Don	Reid Consulting, LLC	(510) 206-0853	donreid@comcast.net
Rendon	Veronica	Dean Foods	(626) 923-3124	Veronica_Rendon@deanfoods.com
Rickard	Tom	Bell Carter Foods	(530) 661-9014	trickard@bellcarter.com
Robbins	David	DL Robbins Sales & Consulting	(949) 587-0059	dl.robbins@outlook.com
Roberts	Mark	King Arthur Flour Co.	(801) 446-7331	mark.roberts@kingarthurflour.com
Robinson	Tricia	Pop Gourmet	(310) 883-5614	trobinson@popgourmet.com
Rocheleau	Gary	Olive Crest/GSR Retail Food & Drug Consulting, LLC	(714) 325-5984	garytrjn@aol.com
Roden	Deaton "Trey"	Ferrero USA	(469) 675-0437	trey.roden@ferrero.com
Roeper	Glen	Snyder's-Lance Inc.	(909) 599-9999	groeper@snyderslance.com
Rubalcava	Al	CHEP USA	(619) 954-1932	al.rubalcava@chep.com
S				
Saieva	Camille	Ferrero USA	(201) 307-5603	camille.saieva@ferrero.com
Sanacore	Paul	Valassis	(323) 767-1644	pjsanaco@valassis.com
Sanders	Perry	Smithfield Foods		pesanders@smithfield.com
Schaefer	Scott	ARSG, Inc.	(714) 666-6650 x20	sschaefer@arsg.net
Schmidt	Richard	Hidden Villa Ranch	(714) 680-3447	rschmidt@hiddenvilla.com
Schott	Nick	Cytosport / A Division of Hormel	(909) 270-9136	nick.schott@cytosport.com
Seel	Will	Freight Handlers, Inc.	(919) 552-3157 x357	will.seel@freighthandlers.com
Sequin	Mark	Pop Chips	(310) 862-5813	marc@popchips.com
Siegel	Greg	Idahoan Foods, LLC	(303) 432-8823	gsiegel@idahoan.com
Slabaugh	Eric	NuCal Foods, Inc.	(209) 254-2218	eslabaugh@nucalfoods.com
Smith	Joseph	ARSG, Inc	(714) 578-0500	jsmith@arsg.net
Sorensen	Ken	Hodgson Mill	(217) 347-0105	ksorensen@hodgsonmill.com
Spiller	Dennis	Jelly Belly Candy Co.	(707) 399-2332	dspiller@jellybelly.com
Staehele	Randy	Organic Girl	(831) 758-5413	randy.staehle@iloveorganicgirl.com
Stamey	Jeff	Chobani	(212) 364-3947	jeff.stamey@chobani.com
Stamper	Thomas "Mike"	Dreyer's Grand Ice Cream	(909) 595-0677	mike.stamper@us.nestle.com
Stephens	Jeff	Deoleo, USA	(832) 492-4673	jeff.stephens@deoleo.com
Stevenson	Charles 'Rick'	Torani	(909) 275-5274	rstevenson@torani.com
Stone	Christina	Bunzl USA	(714) 306-2933	christina.stone@bunzlusa.com
Sullivan	Eric	Hooked On Magnets	(800) 992-1445	pstockert@latortillafactory.com
Sullivan	Mike	Sun Maid Growers of California	(559) 897-6171	msullivan@sunmaid.com

ILLUMINATORS ROSTER – BY NAME

LAST	FIRST	COMPANY NAME	BUS. PHONE	EMAIL ADDRESS
T				
Tagge	Rhonda	Olive Crest	(714) 543-5437	Rhonda-Tagge@olivecrest.org
Teachout	Rob	Bimbo Bakeries USA	(503) 284-6250 x101	rteachout@bbumail.com
Thomas	Blake	Ecolab	(949) 456-9319	Blake.thomas@ecolab.com
Thomsen	Pete	Sugar Bowl Bakery	(415) 850-0404	pete_thomsen@sugarbowlbakery.com
Tobin	Howard	Ferrero USA (Nutella)	(503) 524-9327	howard.tobin@ferrero.com
Todd	Douglas	PepsiCo-Frito Lay	(949) 643-5792	douglas.todd@pepsico.com
Trickel	Shelly	Ventura Foods	(714) 257-3937	strickel@venturafoods.com
Trillas	Juan	Bimbo Bakeries USA	(916) 561-2410x1202	jtrillas@bbumail.com
Tuoto	Tony	Co-Sales	(925) 973-6107	ttuoto@co-salesnc.com
Tutt	Didrielle	DTRS Enterprises, Inc		dtutt@drinksavile.com
V				
Van Gorkom	Jim	NuCal Foods, Inc.	(209) 254-2206	jvangorkom@nucalfoods.com
Van Winkle	Dave	Monster Energy	(951) 520-8117	david.vanwinkle@monsterenergy.com
Verleur	Lois	Olive Crest Treatment Cntr	(714) 543-5437x1120	Lois-Verleur@olivecrest.org
W				
Walker	Matt	Cott Beverages	(716) 548-2189	mwalker@cott.com
Walker	Rick	Conception 2 Consumption, Inc.		rick@conception2consumption.com
Ward	Jennifer	World Pay	(602) 788-3501	Jennifer.Ward@worldpay.us
Waters	Kristi	Sparkling ICE		kwaters@talkingrain.com
Whitbeck	Dave	Manzana Products Co., Inc.	(707) 823-5313	dwhitbeck@manzanaproductsco.com
White	John B.	Chicken of the Sea	(714) 349-2599	jwhite@cosintl.com
White	Mike	Chicken of the Sea		mwhite@cosintl.com
Whitmore	Jerry	Nestle Dreyers- retired		jerry.whitmore500@icloud.com
Williams	Coy	Robinson Fresh	(831) 333-5886	coy.williams@robinsonfresh.com
Williams	Matt	Dean Foods Pacific Coast Group	(626) 854-4225	matt_williams@deanfoods.com
Willis	David	Willis Marketing Inc.	(253) 358-8235	dbwillis@willismarketing.com
Woolery	Michael	Wills Fresh Foods	(510) 875-1523	michael@willsfreshfoods.com
Workman	Timothy	Ferrero, USA	(949) 362-0743	timothy.workman@ferrero.com
Y				
Yates	Kimberley	Natures Bakery	(510) 246-0092	kyates@naturesbakery.com
Z				
Zarse	Bob	Advantage Marketing Partners	(913) 307-8379	bob.zarse@advantagesolutions.net

ILLUMINATORS ROSTER – BY COMPANY

COMPANY	LAST	FIRST	BUS. PHONE
A			
Advantage Marketing Partners	Zarse	Bob	(913) 307-8379
Ainsworth Pet Nutrition	McIntosh	Marla	
Aisle One	Ramsey	Kim	(714) 986-1515
Alliance Sales & Marketing	Lombardo	Tim	(704) 752-1919
Alta Dena Certified Dairy, LLC	Dana	Terry	(626) 923-3239
Arizona Canning	Morrow	Rick	(714) 854-0018
ARSG, Inc	Hebnes	James	(714) 701-9112
ARSG, Inc	Smith	Joseph	(714) 578-0500
ARSG, Inc.	Schaefer	Scott	(714) 666-6650 x20
B			
B&G Foods	Haskins	Geoff	925-487-1304
Barilla America, Inc	Ajemian	Michael	(847) 597-6672
Baswood Corporation	Kamholz	Paul	
BBU / Earthgrains Baking Co.	Crocker	Willie	(714) 319-0517
Bell Carter Foods	Rickard	Tom	(530) 661-9014
Belles Organics	Flores	Jessica	(770) 382-5658
Bimbo Bakeries USA	Hamacher	Rickey	(714) 459-4772
Bimbo Bakeries USA	Teachout	Rob	(503) 284-6250 x101
Bimbo Bakeries USA	Trillas	Juan	(916) 561-2410x1202
Blue Bell Creameries, L.P.	McBride	Kyle	(602) 272-3201
BMA USA	May	Carolyn	
BMA USA, Inc	Deeb	Jamal	
Bob's Red Mill	Guettler	Philip	(503) 654-3215
Bob's Red Mill	Meyers	Melissa	(503) 654-3215
Brownie Brittle, LLC	Mains	Sheila	(561) 688-1890
Bumble Bee	Hutchesen	Bryan	
Bumble Bee Seafoods	Gerlach	Daniel	(303) 933-2423
Bunzl USA	Stone	Christina	(714) 306-2933
C			
C & H Sugar - ASR Group	Pedrotti	Bruce	(510) 787-4425
C&H Sugar - ASR Group	Kunsmann	Kent	(510) 787-4416
C&H Sugar - ASR Group	Olejniak	Mark	(510) 787-4247
C&S Wholesale Grocers	Nichols	Marybeth	(916) 365-6991
Cacique Inc.	Cashen	Bob	(626) 937-4311
Cacique, Inc.	Iglesias	Tirso	
Cardlytics	Cruz-Sands	Marlo	
CHEP	Bosque	Brian	
CHEP USA	Rubalcava	Al	(619) 954-1932
Chicken of the Sea	White	John B.	(714) 349-2599
Chicken of the Sea	White	Mike	

ILLUMINATORS ROSTER – BY COMPANY

COMPANY	LAST	FIRST	BUS. PHONE
Chobani	Stamey	Jeff	(212) 364-3947
City of Hope	Kennick	Cheryl	(213) 241-7146
City of Hope	Olinto	Heather	(415) 788-1002
Clif Bar & Co.	Jay	Joshua	(623) 556-2765
Clorox Co.	Mediati	Mario	(510) 271-7715
Co Sales NC	Konrad	Karl	(925) 973-6180
Co-Sales	Tuoto	Tony	(925) 973-6107
Co-Sales Northern California	French	James	(925) 984-1777
Co-Sales Northwest	Lansing	Lori	(503) 924-4446
Coca-Cola North America	Beneventi	Tony	(949) 250-7932
Coca-Cola North America	Bissett	Marlene	(949) 250-6158
Coca-Cola North America	Fitt	Brad	(208) 884-5104
Coca-Cola North America	Gillett	Craig	(208) 853-2922
Coca-Cola Refreshments	Heberger	Ryan	(208) 888-7420
Coca-Cola Refreshments	Reedy	Jamie	
COMAG Marketing Group	Felts	James	(404) 231-3050
Conception 2 Consumption, Inc.	Walker	Rick	
CoSales NC	Lombardi	Kathleen	(925) 973-6113
Cott Beverages	Walker	Matt	(716) 548-2189
Crossmark Sales & Marketing	McLean	Mark	
Cytosport / A Division of Hormel	Schott	Nick	(909) 270-9136
D			
Dannon Co.	Mastropaolo	John	(949) 242-6411
Danone (Dannon Co)	Fortune-Dalton	Ariel	(636) 476-1257
Day Lee Foods (Crazy Cuizine)	Holguin	Mario	(562) 802-6800
Daymon Worldwide	McDaniel	Brian	(909) 733-5475
Dean Foods	Borchard	Ron	(925) 583-5005
Dean Foods	Rendon	Veronica	(626) 923-3124
Dean Foods Pacific Coast Group	Williams	Matt	(626) 854-4225
Definiti Healthcare	Otsuji	Jeff	
Deoleo	Garcia	Juan Ramon	(310) 483-1591
Deoleo, USA	Stephens	Jeff	(832) 492-4673
Diageo	Caggiano	Mona	(714) 313-0676
DL Robbins Sales & Consulting	Robbins	David	(949) 587-0059
Dream Foods International LLC	Goldburg	Roni	(310) 315-5739
Dreyer's Grand Ice Cream	Stamper	Thomas "Mike"	(909) 595-0677
DTRS Enterprises, Inc	Tutt	Didrielle	
E			
Earth Friendly Products	Harlan	Craig	
Ecolab	Granucci	Nicolas	
Ecolab	Thomas	Blake	(949) 456-9319
Ecolab - Food Retail Services	Anderson	Carl	(336) 931-2719

ILLUMINATORS ROSTER – BY COMPANY

COMPANY	LAST	FIRST	BUS. PHONE
F			
F. Gavina & Sons, Inc.	Gavina	Jose	(323) 582-0671x606
Farmer John Meats	Frisina	Paul	(323) 583-4621x176
Ferrero USA	Roden	Deaton "Trey"	(469) 675-0437
Ferrero USA	Saieva	Camille	(201) 307-5603
Ferrero USA (Nutella)	Tobin	Howard	(503) 524-9327
Ferrero USA, Inc.	Kennington	John	(732) 764-2727
Ferrero, USA	Workman	Timothy	(949) 362-0743
Focus Brands, Inc.	Makita	David	(404) 257- 7060
Foods 2.0, LLC. Home of Sugar 2.0	Nguyen	Trong	(951) 394-8477
Freight Handlers, Inc.	Seel	Will	(919) 552-3157 x357
Freight Handlers, Inc. (FHI)	Newton	Jeff	(919) 552-3157 ext 361
Friedas	Caplan	Karen	(714) 733-7644
Frito Lay	Carioti	Kelly	(949)465-7502
G			
Gary Pogue Consulting	Pogue	Gary	(925) 640-9070
George Chiala Farms, Inc.	Adlman	Jeffrey M	(415) 479-0211
H			
Harris Ranch Beef Company	Caudill	Brad	(559) 896-3081
Harry's Fresh	O'Brien	Daniel	(503) 445-9230
Hempler's	Hagedorn	Don	
Hidden Villa Ranch	Cohen	Timothy	
Hidden Villa Ranch	Grant	Steven	(800) 326-3220
Hidden Villa Ranch	Jones	Celeste	(800) 326-3220 X 231
Hidden Villa Ranch	Kilcher	Kyle	(800) 326-3220
Hidden Villa Ranch	Schmidt	Richard	(714) 680-3447
Hodgson Mill	Goodwin	Lisa	(323) 574-4196
Hodgson Mill	Sorensen	Ken	(217) 347-0105
Hooked On Magnets	Sullivan	Eric	(800) 992-1445
Hormel Foods	Kemnitz	Randal S.	(949) 753-5301
HS&R Sales & Marketing Solutions	Harrington	Bill	
I			
Idahoan Foods, LLC	Siegel	Greg	(303) 432-8823
iFoster	Cox	Reid	(530) 550-9672
iFoster	Cox	Serita	(530) 550-9645
Ivar's Cabinet Shop, Inc.	Gundersen	Ivan	(909) 923-2761
Ivar's Cabinet Shop, Inc.	Gundersen	Lisa	(909) 923-2761x207

ILLUMINATORS ROSTER – BY COMPANY

COMPANY	LAST	FIRST	BUS. PHONE
J			
J. M. Smucker Co.	Konya	Ken	(831) 601-6066
Jelly Belly Candy Co.	Alden	Jon	(707) 428-2800
Jelly Belly Candy Co.	Joffer	Andy	(541) 899-5304
Jelly Belly Candy Co.	Pierson	Jerry	(707) 399-2715
Jelly Belly Candy Co.	Spiller	Dennis	(707) 399-2332
K			
KeHE	Cole	Sam	(630) 343-0246
Kellogg Co.	Elroy	Jill	(714) 580-6725
Kimberly Clark Corporation	Belcastro	Dennis J.	(312) 614-6177
King Arthur Flour Co.	Roberts	Mark	(801) 446-7331
L			
La Tortilla Factory	Densem	Brenda	(707) 494-7130
La Tortilla Factory	Horan	Richard	(707) 586-4000
Loacker USA, Inc	Green	Kevin	(917) 434-7922
M			
Manzana Products Co., Inc.	Whitbeck	Dave	(707) 823-5313
MillerCoors	Anders	Travis	
Milton's Baking Co.	Dimond	Dave	(858) 350-9696
Mission Foods	Llerena	Gino	(562) 802-1700 x202
Mondelez Int'l	Brindle	Rick	(804) 790-0306
Mondelez International	Huls	Thomas	(909) 605-0175
Monster Energy	Van Winkle	Dave	(951) 520-8117
N			
National Entertainment Network	DeLuca	Heather	
Natures Bakery	Yates	Kimberley	(510) 246-0092
Navajo Inc.	Quigley	Elaine	
Navajo Manufacturing Co., Inc.	Deuschle	Mark	(800) 525-5097
Navigator Sales and Marketing	Pierce	Subriana	
Nestle Dreyers- retired	Whitmore	Jerry	
Nestle Waters North America	Caliendo	Bob	(714) 792-2212
Nice Pak Products	Melsheimer	Kim	(949) 888-7997
Norco Ranch	Cabot	Rita	(951) 703-4202
North Shore Living Herbs	Dirtzu	Mickie	(760) 574-9245
NuCal Foods, Inc.	Lape	Tracy	(209) 254-2205
NuCal Foods, Inc.	Slabaugh	Eric	(209) 254-2218
NuCal Foods, Inc.	Van Gorkom	Jim	(209) 254-2206
O			
Oberto	Arnold	Rich	
Odwalla Inc	Nonn	Larry	(925) 830-6604

ILLUMINATORS ROSTER – BY COMPANY

COMPANY	LAST	FIRST	BUS. PHONE
Oil Dri Corporation of America	Denisac	Chris	(480) 522-8210
Olive Crest	Corbin	Victoria	(657) 622-4095
Olive Crest	Tagge	Rhonda	(714) 543-5437
Olive Crest Treatment Cntr	Verleur	Lois	(714) 543-5437x1120
Olive Crest/GSR Retail Food & Drug Consulting, LLC	Rocheleau	Gary	(714) 325-5984
Organic Girl	Browning	Tom	(513) 442-8311
Organic Girl	Christie	Cory	
Organic Girl	Staehele	Randy	(831) 758-5413
P			
Pabst Brewing Company	Norlin	Andrew	
Peco Pallet Inc	Casarez	Dave	
PepsiCo	Martin	Katherine	(949) 643-5777
PepsiCo Beverages	Cybulski	Walter	(949) 643-5777
PepsiCo-Frito Lay	Todd	Douglas	(949) 643-5792
Pop Chips	Sequin	Mark	(310) 862-5813
Pop Gourmet	Gai	Ronald	
Pop Gourmet	Robinson	Tricia	(310) 883-5614
PopChips	Masten	Mark	(310) 862-5849
Post Consumer Brands	Arrington	Mark	(952) 322-8356
Post Consumer Brands	Brown	Lori	(612) 338-8551
Precision Refurbishing	Marnien	Gerry	(909) 247-4360
Promax Nutrition, Inc.	Hansen	Jeff	
Pucci Foods	Lam	Chris	(510) 300-6800 x6838
PureFit Premium Protein Bars	Dorf	Robb	(949) 679-7997
R			
R&B Foods, Inc	Cole	Bob	(847) 590-0059 x15
Ready Pac Foods, Inc.	Dimond	Andrea	(949) 363-3106
Ready Pac Foods, Inc.	Orr	Brian	(925) 292-1930
Reid Consulting, LLC	Reid	Don	(510) 206-0853
rePlanet, LLC	Perez	Joe	(951) 818-1146
Robinson Fresh	Williams	Coy	(831) 333-5886
Roplast	Mendonca	Lisa	
Roplast Industries Inc.	Costello	Darrell	(530) 532-9500
RW3 Technologies, Inc.	Nagle	Bruce	(925) 984-3009
Shelby Publishing Co., Inc.	Reeves	Bob	(678) 928-5495
S			
Smithfield	Gilbert	Stacy	
Smithfield Foods	Sanders	Perry	
Snack Factory	Hepler	Ed	(209) 835-1346
Snyder's-Lance Inc.	Roeper	Glen	(909) 599-9999
Southern Wine and Spirits	Boyd	Robert	

ILLUMINATORS ROSTER – BY COMPANY

COMPANY	LAST	FIRST	BUS. PHONE
Sparkling ICE	Waters	Kristi	
Stagnito & Edgell	Cherry	Elizabeth	(310) 546-3815
Sterilox Fresh	Maestas	Nick	
Sugar Bowl Bakery	Ly	Mark	(415) 850-0404
Sugar Bowl Bakery	Thomsen	Pete	(415) 850-0404
Sun Maid Growers of California	Sullivan	Mike	(559) 897-6171
Sun-Maid Growers of California	Boggus	Mike	(209) 472-8445
SunWest Sales	Horne	Pete	(714) 368-9808

T

Talking Rain	Marlen	Albert	(425) 222-4900
Talking Rain Beverage CO	Hamilton	Jennifer	(503) 367-9065
Talking Rain Beverage Co.	Montes	Christopher	(562) 972-5566
Talking Rain Beverage Company	Lapp	Adam	(503) 320-8368
Textron Aviation	Lee	Daniel	(316) 517-1704
The Coffee Bean & Tea Leaf	Bloes	Ronald	
The Dannon Company	Cowin	Andrew	(949) 242-6406
the Performance Group	Costello	Phil	(925) 905-7369
the Performance Group	Grosse	Dave	(562) 293-1380
Tillamook Country Smoker	Pinto	Dean	(888) 854-0941
Tony Chachere Creole Foods	Albaugh	Robert	(951) 603-0439
Torani	Garabaldi	Vincent	(916) 761-0698
Torani	Stevenson	Charles 'Rick'	(909) 275-5274
Truno	Anle	Loan	(800) 657-7108

V

Valassis	Sanacore	Paul	(323) 767-1644
Ventura Foods	Bowlby	Kevin	
Ventura Foods	D'Agosta	James	(714) 257-3847
Ventura Foods	Trickel	Shelly	(714) 257-3937
Vertech	McLaughlin	Chris	
Vida Marketing Communications	Moschetti	Dominic	

W

Wanu Water, Inc.	Mastalski	Al	(310) 401-1733
Western Service Merchandisers Inc.	Dilley	Anthony	(562) 864-0800
White Wave Foods	Elwer	Steve	(208) 961-4020
WhiteWave Foods	Allen	Brian	(303) 635-4433
Willis Marketing Inc.	Willis	David	(253) 358-8235
Wills Fresh Foods	Woolery	Michael	(510) 875-1523
World Pay	Ward	Jennifer	(602) 788-3501

Z

Zacky Farms	Masucci	Louis	
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THE ILLUMINATORS BELIEVE STRONGLY IN COMPETITION.

Our antitrust laws are the rules under which our competitive system operates. Their purpose is to preserve and promote free competition. Therefore, it is The Illuminators' policy to comply in all respects with the antitrust laws.

The Illuminators meetings, by their very nature bring competitors together. Accordingly, it is necessary to avoid discussions of sensitive topics and especially important to avoid recommendations with respect to sensitive subjects. Agreements to fix prices, allocate markets, engage in product boycotts and refuse to deal with third parties are automatically illegal under the antitrust law. It does not matter what the reason for the agreement might be.

Accordingly, at Illuminator meetings the discussion of prices (including elements of prices such as allowance and credit terms), and the quality rating of suppliers selling to a particular customer, should be avoided. Also, there should be no discussion that might be interpreted as a dividing-up of territories.

An antitrust violation does not require proof of a formal agreement. A discussion of a sensitive topic, such as prices, followed by parallel action by those involved or present at the discussion is enough to show a price fixing conspiracy. As a result, those attending The Illuminators meeting should remember the importance of avoiding not only unlawful activities, but even the appearance of unlawful activity.

As a practical matter, violations of these rules can have serious consequences for a company and its employees. The Sherman Act is a criminal statute. Violations are felonies punishable by penalties of up to \$1 million for corporations and by imprisonment of up to three years or penalties of up to \$100,000, or both, for individuals. The Justice Department, State Attorney General, and any person or company injured by a violation of the antitrust laws may bring an action for three times the amount of damages, plus attorney's fees.

Antitrust investigations and litigations are lengthy, complex, and disruptive. Therefore, all companies and their employees must not only comply with the antitrust laws in fact, but must conduct themselves in a manner that avoids even the slightest suspicion that the law is being violated.



KNOW ALL MEN BY THESE PRESENTS:

That we, the undersigned, each of whom is over the age of twenty-one years old and each of whom is a citizen and resident of the State of California, have this day voluntarily associated ourselves together for the purposes of forming a non-profit corporation under Title XII, Part 4, Division First, of the Civil Code of the State of California and hereby certify that:

I

The name of said corporation shall be The Illuminators.

II

That the purposes for which said corporation is formed and the nature of the business is to transact as follows to wit:

- (a) To spread the “lite” of good fellowship, wit, humor, poetry, and song, when, if and as, the opportunity may present itself particularly within the ranks of the food trade industry and the grocery business associated therewith.
- (b) To promote good will and develop a close tie to friendship between the personnel engaged within the food trade industry, particularly between the grocer and the allied trades within the food trade industry.
- (c) To provide amusement for the hard working grocer when free from the cares of business and to that end, provide and furnish entertainment at gatherings or conventions of grocers or members of this organization, or assist at gatherings or conventions of grocers in the matter of providing, furnishing, or handling entertainment programs.
- (d) Nothing herein set forth is to be construed to authorize the formation of a corporation for profit, but is to be construed as intending to form and forming a strictly non-profit organization, with the capacity and powers, among others herein mentioned, of doing and performing the acts and things mentioned in Section 597 of the Civil Code of the State of California.
- (e) To issue a charter or certificate of membership in this corporation to those who are eligible and have been elected to membership herein under the bylaws of this corporation.

III

That the country where the principal office for the transaction of the business of the corporation is to be located in the City and County of San Francisco, State of California.

IV

That said Corporation shall have no capital stock and that said corporation does not contemplate pecuniary gain or profit to the members thereof.

V

The names and addresses of the persons who are to act in the capacity of directors of this corporation until the selection of their successors, and who may be given such titles under the bylaws of this corporation as may be deemed appropriate, are the following:

- Gordon W. Griswold** - 525 Market Street, San Francisco, California
- P.J. Daniels** - 3047 Vista Street, Long Beach, California
- Thomas W. Cutting** - 2 Harrison Street, San Francisco, California
- Oliver E. Seegelken** - 1807 E. Olympic Boulevard, Los Angeles, California
- E.M. Finehout** - 617 East First Street, Los Angeles, California
- Milton A. Kottinger** - 110 Market Street, San Francisco, California
- Roy Heinz** - 6007 So. St. Andres Place, Los Angeles, California
- Julius O. Dohrmann** - 215 Market Street, San Francisco, California
- H. Blount** - 4440 District Boulevard, Los Angeles, California
- Richard PWeinrich** - 112 Market Street, San Francisco, California
- Ed A. Chadil** - 2116 Sacramento Street, Los Angeles, California
- Ray D. Jones** - 1701 Montgomery Street, San Francisco, California
- Stanley W. West** - 315 West Ninth Street, Los Angeles, California
- George Wolff** - 1550 Bryan Street, San Francisco, California
- Lloyd O. Burkholder** - 803 Macy Street, Los Angeles, California
- Herman J. Guehring** - 1160 McAllister Street, San Francisco, California
- Phil J. Swearingen** - 1366 East Seventh Street, Los Angeles, California
- Paul R. Parrette** - 60 Pine Street, San Francisco, California
- T.H. Eggers** - 420 Market Street, San Francisco, California

Authority is hereby granted to change the number of directors of this corporation by an amendment to these articles adopted as required by law, or by a bylaw of this corporation duly adopted.

VI

The authorized number of qualifications of members of this corporation, the different classes of membership, if any, the property, voting and other rights, privileges of each class of membership, the liability of each of all classes to dues or assessments and the method of collection thereof shall be set forth in the bylaws of this corporation and shall be governed thereby.

VII

The existing unincorporated association, which is being incorporated by these articles of incorporation, is The Illuminators.

VIII

No assessments may be levied upon any membership or classes of membership of this corporation provided, however, that dues for each year of membership might be collected from each member of said corporation, the actual amount and manner of levy and the method of collection of such dues to be fixed in the bylaws of this corporation.

IN WITNESS WHEREOF, Gordon W. Griswold, the HEADLITE, and Nathan Dan Danziger, the TAILITE of said unincorporated association, The Illuminators, herein above mentioned, and which offices respectively correspond to the usual and commonly understood offices of President and Secretary, have hereunto set their hands this 19th day of September, 1937, in pursuance of authority in them vested by virtue of a resolution of said unincorporated association duly passed in meeting of its members duly held, and authorizing the incorporation of said unincorporated association and the execution of the foregoing articles of incorporation by said HEADLITE AND TAILITE.

ARTICLE 1 - NAME

1. The name of this corporation shall be The Illuminators.

ARTICLE 2 - PURPOSES

1. The purposes of this corporation shall be those set forth in the Articles of Incorporation of this organization.

ARTICLE 3 - CORPORATE SEAL

1. This organization shall have a corporate seal consisting of a circle having on its face the insignia and name of this corporation and on its circumference the words "Organized 1928-Incorporated 1937."
1. The logo of this organization consists of a symbol of a flame, the word "Illuminators" and the words "Education · Leadership · Partnering" as depicted on the first page of these By-Laws.

ARTICLE 4 - MEMBERSHIP

1. Those eligible for membership shall include manufacturers of food and grocery merchandise, and all others directly or indirectly interested in the distribution of grocery merchandise to all the retail trade as principles, agents or representatives; subject, however, to the provisions of (2) following:
2. Those not eligible to membership are wholesale grocers and their employees, members and employees of buying organizations and similar institutions, and retail grocers.
3. All applications for membership, including honorary memberships, must be passed upon and accepted by the Constellation of Hilites and the majority vote of the members at a membership meeting of the Corporation.
4. Honorary members may be elected to membership herein for brilliant and shining services rendered to the corporation and shall be elected by a majority vote of the Constellation of Hilites. Such membership shall be subject to cancellation by similar vote. Honorary members shall not be entitled to a vote or any interest in the corporation and shall not be subject to payment of dues.
5. An active Honorary Life Membership hereby created to be bestowed only on Dimmed Headlites and Honorlites of the organization, and such honorary members designated under this subdivision shall be entitled to a vote in the same manner as a regular member of the organization at meetings thereof, and shall have the right to speak at meetings of the Constellation of Hilites, but shall not have the right to vote at said Constellation meetings, and further, shall not be subject to the payment of dues herein.
6. All memberships in this organization are to be carried in the name of the individual and are not transferable.
7. A member who changes position from any eligible company to any non-eligible company as outlined in Article 4, Section 2, shall automatically be considered as resigned.
8. An individual who returns to the membership after an absence shall have their prior years included in total years of service.

ARTICLE 5 - DUES

1. Initiation fees for new members, and annual dues shall be established by the Constellation of Hilites, and shall be payable in advance of December 31st and each year thereafter. Non-payment of dues by December 31st of the current year shall be cause for suspension. Reinstatement of a suspended member shall be at the desire of the Constellation of Hilites. Those whose membership has lapsed for one or more years shall pay a reinstatement fee in an amount equal to the current initiation fee.
 - Annual dues paid by new members signed up during October through December of any year shall be considered as full payment of dues through December 31 of the following year.
 - The Constellation of Hilites may waive payment of any dues accruing during active service of any member in the United States Military Services.

ARTICLE 6 - ELIGIBILITY REQUIREMENTS

1. Any member, other than an honorary member, may be expelled or suspended by the Constellation of Hilites by a majority vote for non-payment of dues without notice, or after notice and an opportunity for hearing, because of any violation of the articles of incorporation of this corporation or of these bylaws or of any purpose or accepted policy or principle of this corporation.

ARTICLE 7 - MEETINGS

1. At all meetings of members of this corporation the presence of fifty (50) association members (other than honorary members) in good standing shall constitute a quorum.
2. The annual convention or meeting of this corporation, at which officers for the ensuing year shall be elected, shall be held at such time and place as shall be designated by the Constellation of Hilites hereof, and notice of such time and place shall be mailed or emailed to each member at his address as the same appears upon the books of this corporation, such mailing shall be at least fifteen (15) days immediately prior to the date of such annual meeting.
3. Special meetings of the members may be called by the Headlite. Notice in writing of the time and place of such meeting shall be mailed to each member as in the preceding paragraph provided.
4. At all meetings of the Constellation of Hilites, nine (9) members, three of which shall be officers, will constitute a quorum for the transaction of business. The Constellation of Hilites shall consist of: Headlite, Sidelite, Spotlight, Tailite, Historian, Advisory Officers, and 15 Hilites.
5. The Constellation of Hilites shall assemble at such time and place as shall be designated by the Headlite, and special meetings may be called upon the written request of six (6) members of the Constellation of Hilites, provided further that written notice of all such meetings shall be mailed or emailed to each member of the Constellation of Hilites not less than ten (10) days preceding the date of such meeting, said notices to be mailed to the address last given the Tailite of this corporation by said member and entered in this corporation's books.

ARTICLE 8 - OFFICERS

1. The officers of this corporation shall consist of the Headlite / President, Sidelite / Vice-President, Spotlight / 2nd Vice-President, Tailite / Secretary, Historian, Legalite / Counsel, and Advisory Officers. The Headlite, Sidelite, Spotlight, and Tailite shall be nominated and elected at regular annual meetings hereafter and shall hold office for one year after installation and until their successors have been elected and qualified. The Legalite shall provide counsel to The Constellation of Hilites but is not a voting member of the same. The Historian Dimmed Headlite shall be appointed by the current Headlite and shall hold office for term of three (3) years without regard for when the 3 year period begins. Historian candidate succession eligibility is established by the order in which Headlites are dimmed. If the next inline eligible Dimmed Headlite decides not to serve, the Dimmed Headlite following him/her will become eligible. The Legalite shall be appointed by the current Headlite and shall hold office for a term of three years. The Directors of this corporation shall be known as the Hilites / Directors. At an annual meeting, five (5) Hilites shall be elected to succeed those five whose term of office shall terminate, and such five (5) Hilites shall hold office for three (3) years thereafter, and until the successors have been elected and qualified. Nominating Committee should consider Dimmed Hilites for a second board term three (3) years after having reviewed and recruited the current top chairpersons who have not served on the board. (Current chairpersons list would normally represent six to ten candidates.) Dimmed Hilites should be limited to serving a total of two terms, six (6) years as Hilites. The nominating Committee should be guided by diversity (gender, race, geographic location and company) in selecting Dimmed Hilites to serve a second full board term of three (3) years. Dimmed Hilites serving a second term should represent companies not currently represented by the Officers or current Hilites.
2. The Headlite, Sidelite, Spotlight, and Tailite shall be elected by a majority of the qualified votes at the annual meeting of members. Voting shall not be permitted by proxy.
3. No person shall be eligible for election as an officer of this corporation unless they shall be a member thereof for at least five years (other than an honorary and active honorary life member) in good standing.

4. Should any office or Hilite position become vacant, the remaining officers, by majority vote, shall have the power to appoint the successor, to fill the unexpired term.
5. The Headlite shall shine like a president, and perform such duties as are usually performed by a president; the other Lites may burn with until eclipsed by brighter Lites. A past Headlite shall be known as a Dimmed Headlite / Past-President.
6. The Sidelite shall function as a Headlite when the latter is out of commission and as General Chairperson for all convention activities.
7. The Spotlight shall shine forth in the absence of the Headlite and Sidelite. The Spotlight shall preside over all membership, entertainment, and rally activities. Assistant to the Sidelite shall appoint all convention activities Chairperson, Vice Chairperson, Committee members and Hilite Committee Liaisons.
8. The Tailite acts in the capacity of Secretary keeping accurate records of all meetings, membership reports, officer's manuals, activity schedules and handles all mailings.
9. The Officer responsibilities for the Treasurer and Roster Publisher shall be for a 2 year term alternating with each years incoming Tailite. The Tailite in rotation to become the Treasurer shall manage all finances, collecting all money, paying all bills as he/she may receive, and shall give an accounting at the end of the calendar year in writing to all members of the Constellation of Hilites. The two year term as Treasurer may begin during the Tailite or Spotlight year. The Tailite in rotation to manage publication of the roster shall be responsible for said publication for 2 years.
10. The Historian shall be a permanent, non-voting member of the following committees: Nominating, Auditing, Budget, Ted Eggers, Honorlite Awards, and Bylaws.
11. All three immediate Dimmed Headlites shall be known as Advisory Officers and shall serve at the pleasure of the Headlite in addition to those functions as prescribed in Article 9.
12. All bills must have the approval of the Headlite and Sidelite before the same can be paid.
13. The compensation of all persons shall be determined by the Constellation of Hilites.
14. Officers will attend and fully participate in the CGA and WAFC Conventions. In addition, Officers will attend the following six (6) Illuminators meetings: CGA and WAFC, Constellation of Hilites meetings, CGA and WAFC Membership meetings, Mid-year Board meeting, and WAFC pre-convention rally meetings (rotates between So. & No. California). Meeting attendance exceptions must be approved by the Headlite.

ARTICLE 9 - COMMITTEES

1. The Headlite shall appoint a committee on nominations within thirty (30) days after their installation, consisting of seven members in good standing as follows: The three Advisory Officers, the first year Advisor to be Chairperson, the second year Advisor to be Vice Chairperson, and the third year Advisor to be a voting member plus one member from the Constellation of Hilites plus two members from the membership at large. The Historian shall serve as a non-voting member and shall keep the permanent manual in Nominations and guide the committee as prescribed. Should there be a tie vote; the Historian will cast the deciding vote.
2. The Spotlight shall appoint the Pre-Convention Rally Committees, which shall have the entire responsibility for members' participation in said rallies. Their duties shall include the development of the program, the printing of tickets and caring for donation. All checks and donations are to be made to the office of the Sidelite.
3. The following Standing Committees of this organization shall be chaired by the first year Advisory Officer, and Vice Chair will be second year Advisory Officer as follows: Budget, Bylaws, Nominations, and Ted Eggers Honorlite Award. Also serving on the above Committees will be the third year Advisory Officer and the Historian.
4. The Budget Committee shall be charged with responsibility of seeing that expenditures from allocated funds to the California Grocers Association and Western Association of Food Chains Annual Convention are kept within budgeted figures.

1. The Audit Committee shall be chaired by the second year advisor with the third year advisor as Vice Chair. Auditing procedures shall be established at the beginning of each calendar year by the Auditing Committee. The Auditing Committee shall be composed of three members in good standing and three Advisory Officers. It shall also be the duty of the Auditing Committee to audit completed yearly forms of U.S. #990 and State of California #199.
2. The first year Advisory Officer shall be Chairperson of the Bylaws Committee, and the Advisory Officers shall serve as members. The Legalite shall serve as an advisor to the Bylaws Committee. It shall be their responsibility to constantly review our Constitution and Bylaws and bring their recommendations to the Constellation of Hilites.
3. The Ted Eggers Honorlite Award Committee shall consist of the Historian and three immediate Advisory Officers. The first year Advisory Officer shall chair this committee.

ARTICLE 10 - DUTIES OF CONSTELLATION OF HILITES

1. To visualize, create, evolve, devise, institute, invent and provide entertainment of desirable character and present same in befitting manner, when, if, as, how, and or where, in its best judgment same may appear good and timely, and with full authority to incur the necessary expense therefore.
2. Take such other action as may be necessary to conduct the business of this corporation and which will not be in conflict with the requirements of these by-laws and the articles of incorporation of the corporation.
3. They shall act in the capacity of Committee Liaison Officers as appointed by the Spotlight.
4. Hilites will attend and fully participate in the CGA and WAFC conventions. In addition, Hilites will attend the following six (6) Illuminators meetings: CGA and WAFC, Constellation of Hilites meetings, CGA and WAFC Membership meetings, Mid-year Board meeting, and WAFC pre-convention rally meetings (rotates between So. & No. California). Meeting attendance exceptions must be approved by the Headlite.

ARTICLE 11 - TERMINATION OF MEMBERSHIP

1. .In the event a member shall resign or shall be expelled as a member herein, such a member shall cease to have any property rights or interest whatsoever in this corporation.

ARTICLE 12 - AMENDMENT OF BYLAWS

1. These by-laws may be adopted, amended or repealed by the vote of two-thirds (2/3) of all qualified members present and voting at any annual or special meeting of this corporation; or by the vote or written consent of twelve (12) or more of the Constellation of Hilites of this corporation; subject always to the power of the members to change or repeal such by-laws; or by the written consent of a majority of the members of this corporation.

ARTICLE 13 - EXPENDITURES

1. All expenditures up to \$1,500.00 for purchase of operating supplies for routine functions shall have the approval of the Headlite.
2. The Headlite, with concurrence of the officers, shall have authority to make deposits to cover entertainment, agents, and other convention requirements, to include scheduled meetings of the Constellation of Hilites.

ARTICLE 14 - DISTRIBUTION OF TROPHIES

1. Any trophies, prizes, or cash award prizes procured with Illuminator funds can only be won by guests registered at the convention and participating in the events sponsored by The Illuminators, Inc.
2. Trophies, prizes, or cash awards given to Illuminators for distribution by Grocers Associations shall be awarded only for actual participation by persons registered at conventions, either as door prizes or other programmed activities.

ARTICLE 15 - FINES

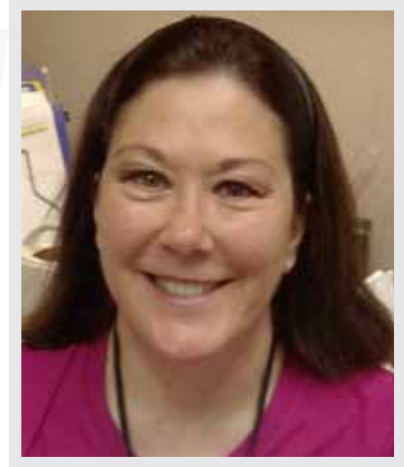
1. No fines of any sum of money shall be levied by the presiding officer at any meeting of this organization.

ARTICLE 16 - INDEMNIFYING OFFICERS AND DIRECTORS

1. If in the future any Director, Officer, or former director, of this corporation, or their estate shall be defendant or a proposed defendant in any suit or legal action, or threat of suit or legal action because of, or in connection with, circumstances arising from any of said directors' or officers' act, or duties within the scope of their authority and duties as such director or officer of the corporation, then and in such events it shall be the policy and sense of this corporation that the then existing Constellation of Hilites shall forthwith consider each such circumstance submitted to it and determine as to whether or not this corporation will provide to such director or officer or their estate, legal counsel and costs, and to what extent, in any suit or legal action, or threat of suit or legal action.

ARTICLE 17 - MAILING ANNUAL BALANCE SHEET, OPERATING STATEMENT AND MINUTES

1. The Tailite shall distribute copies of all annual Balance Sheets and Operating Statements to the members of the Constellation of Hilites and Dimmed Headlites within ninety days after the annual meeting, or as soon as completed, and of all minutes following the holding of any meeting, or as soon as completed, and of all minutes following the holding of any meeting of this organization. The Tailite shall distribute copies of yearly appropriate completed State and Federal Tax forms #990 and #199 to each of the Illuminator Officers.
2. The operating year of this Corporation shall be from January 1st to December 31st.



THE OFFICERS AND BOARD MEMBERS, ALONG WITH THE ENTIRE MEMBERSHIP WANT TO THANK ANGELA TYE, MARLENE BISSETT, AND ANNE SCHWEIKERT FOR THEIR DEDICATION AND COMMITMENT TO THE ILLUMINATORS.

We appreciate their involvement in many of the creative and administrative duties that help make the Illuminators a top notch organization.

THANK YOU, FOR ALL YOU DO!!!

FOUND AN ERROR?

WE HAVE DONE EVERYTHING POSSIBLE TO ENSURE THAT THE INFORMATION IN THIS MEMBERSHIP ROSTER IS CORRECT.

However, sometimes errors do occur. If you find any of the information contained in this directory is inaccurate or out-of-date, please let us know so we can correct our records and ensure that next year's edition and the current website is accurate.

Take a minute to copy this page and return it to us.

Dear Tailite:

The information about me in the 2015-2016 Illuminator Membership Roster is incorrect. Please update your records to show the following:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Web Address: _____

Email Address: _____

Year you joined The Illuminators: _____

Please describe error: _____

PLEASE RETURN TO THE ILLUMINATORS, INC.

Tracy Lape

Email: tlape@nucalfoods.com

Phone: (209)254-2205

Address:

NuCal Foods
720 S. Stockton Ave.
Ripon, CA. 95366

Illuminators

Education • Leadership • Partnering

